

Rock Hill/York County CVB Board of Commissioners Meeting
Rock Hill/York County Airport
April 28, 2021 | 8:00am

MINUTES

PRESENT: Denise Cubbedge, Amy Gonzalez, Chip Hutchison, Cortney Peterson, David Roberts, Caitlin Rogers, Brown Simpson, Lamar Thompson, and Mark VanSickle

STAFF: Rebekah Ardis, Allison Cleveland, Andy Clinton, Kaylin Dettman, Billy Dunlap, Brianna Francis, Elizabeth Shanaman, and Mallory Snyder

GUEST: N/A

CALL TO ORDER: Denise Cubbedge called the meeting to order at 8:04am.

APPROVAL OF MINUTES: Minutes from the March 24, 2021 meeting were included within OnBoard's meeting documents for review and approval. Brown Simpson made a motion to approve the meeting minutes; David Roberts seconded the motion. No discussion. All were in favor.

TREASURER'S REPORT: Rebekah Ardis presented both the Public P&L and the Private P&L to the board.

Public:

Income:

- *5103-Rock Hill Accommodations Tax:* Will be submitting final reimbursement request within the next week. This will complete the \$150,000 funding allocation.
- *5202-STAR Grant:* This is a sports tourism advertising grant through SCPRT. Andy has applied for reimbursement for another event and are waiting to hear back. The majority of this grant was going to come from the SIAC Basketball Championships but was cancelled due to Covid-19 so unfortunately will not be receiving full funding.

Expenses:

- Nothing to notate this month on expenses that hasn't been mentioned in previous meetings. Starting to look at what we'll be able to carry over into next fiscal year and what is still needed to be spent and collected.

Private:

Income:

- *5700-DMF:* March collections will be in low \$60,000s and April looks like it will be a good one too. We should meet the goal of \$425,000.

Expenses:

- Not much to report on the expense side this month.
- Again, nothing to note for this month of expenses that hasn't been previously mentioned.

Overall, just looking at all of our revenue sources and capitalizing on all opportunities, as well as saving where we can to rollover into next fiscal year. Motion to approve the Treasurer's Report was made by David Roberts; seconded by Amy Gonzalez. All were in favor.

CEO REPORT: *DMF Update:* Billy mentioned we have 23 hotels in partnership and collections seem to be going well thus far. April is looking to be a good month too. *Board Update:* Two seats still vacant—District 4 and an At-Large. A nomination came out of Finance Committee and will be going to County Council. *Hospitality Workforce Development:* Mallory has hosted one hospitality workforce meeting and about to have another one. Working with key employers to find out exactly what the issues are (i.e.: transportation, getting people to apply, etc.) and how we may be able to help combat. *Carolina Panthers:* Billy mentioned met with the staff about what the facility will look like, what the capacity will be, what type of events they want to have so we can start trying to recruit events/meetings. Short answer is that they are not quite sure at this point. *Meetings & Presentations:* Meeting with County Manager to discuss budget and will be having a Preferred Hotel meeting on Thursday. *Exciting News:* Kudos to Elizabeth for being announced as a 30 Under 30 for Destinations International.

VISIT YORK COUNTY TOURISM DASHBOARD: Elizabeth Shanaman presented this month's Board Dashboard report. FYTD increase and still comparing 2019 to 2021. Hotels are starting to get to the \$40 RevPar that's used as a benchmark. YTD RevPAR is \$36. Elizabeth then discussed our Visitor Market Mix & Assessment, highlighting the Overnight Markets, Growth Share (Emerging, Performing, Stagnant and Declining Markets), Matrix Guide, YoY percent change in visitors for the Rock Hill and Fort Mill markets.

MARKETING & COMMUNICATIONS UPDATE: Brianna Francis spoke about how she is maximizing her approximately \$130,000 advertisement budget. She discussed the three pillars of marketing & communications: communications, advertising and earned media. Brianna explained VYC's digital campaigns, what paid search and digital display are. She then discussed focus publications with VYC print ads, email marketing, banner ads, etc. Earned Media was then explained and how she works with travel writers and local media to focus on tourism partners. Brianna finalized the presentation by going into a little detail of the social media strategy, our website, and mobile app.

NEW BUSINESS:

- A. May Board Meeting Date:** Denise mentioned that Billy will be out of town at a conference during the scheduled meeting date of May 26th. The Executive Board would like to move the meeting to Monday, May 24th at 8am.

COMMISSIONER COMMENTS: David Roberts mentioned that he was amazed at what the staff does with what the size of budget we have and wishes the county council and other elected officials could see it. Chip Hutchison mentioned that's what they as board members are charged to do...to be ambassadors. Chip also asked if there was a zip code template that events use to determine where people are coming from. Allison mentioned some of the festivals have a form and the City of Rock PRT has something they use as well. She mentioned it could possibly be shared.

ADJOURNMENT: Denise called for a motion to adjourn. Chip Hutchison made a motion to adjourn and David Roberts seconded. All were in favor. Meeting was adjourned at 9:08am.

Rebekah Ardis, Scribe