

Rock Hill/York County CVB Board of Commissioners
Rock Hill/York County Airport
April 24, 2019 | 8:00am

MINUTES

PRESENT: Billy Bolin, Andrea Cooper, Denise Cubbedge, JoAnna DiPastena, Laurie Helms, Dan Holmes, Matthew Martin, Ron Miller, Strauss Moore Shiple, Caitlin Rogers, and Brown Simpson

STAFF: Rebekah Ardis, Sonja Burris, Allison Cleveland, Andy Clinton, Billy Dunlap and Jenny Waller

GUEST: N/A

CALL TO ORDER: Laurie Helms called the meeting to order at 8:06am.

APPROVAL OF MINUTES: Minutes from the March 27, 2019 meeting were included within the packets for approval. Andrea Cooper made a motion to approve the meeting minutes; Denise Cubbedge seconded the motion. All were in favor.

TREASURER'S REPORT: Dan Holmes reported *5000-Earned Revenues:* Rebekah is working on reimbursements but we should be receiving all reimbursement dollars with the exception of approximately \$10,000 from *5506: SCPRT Tourism Advertising Grant.* *5490: Miscellaneous Revenue:* majority is from sponsorship for YoCo Brew Trail. *7300-Staff Development:* Over budget but mainly due to Simpleview's Customer Relationship Mgmt. database training for Jenny that was not budgeted. *8241-Promotional Items for YoCo Brew Trail* – Over budget but we have a \$3,500 sponsor to offset overage. *8280-Database Management System:* Over budget due to an audit adjustment that was made into this fiscal year for approx. \$12,000. *8323-Event Expense/Fishing:* Fishers of Men went over budget by \$2,000 because expenses were just more than anticipated. Carolina Bass Challenge was over by \$1,500 due to unable to get complimentary hotel rooms for staff. *8505-Website Design Time:* Currently over budget but working with Simpleview over a few billing questions. Also we were expecting to be a little over in account line due to some additional add-on features that weren't budgeted but needed for new website. *8555-Online/Website Marketing:* Several leisure marketing advertisements beginning to run in Where Charlotte and Garden & Gun magazines, Pandora radio and SC Welcome Center – Fort Mill digital video wall from now until June. Motion to approve the Financial Statement was made by Strauss Moore Shiple; seconded by Brown Simpson. All were in favor.

CVB UPDATE:

President/CEO's Report: Billy started by mentioning that the staff's goals are in the packets. *Agritourism Committee Update:* the committee has visited several sites over last 30 days. Most recently they met in Columbia with Dept of Commerce, Dept of Agriculture, Farm Bureau and SCPRT for state incentive information. They will be meeting in Gaffney to put together a plan with people from two other agritourism facilities. Billy mentioned he was recently on *Charlotte Today*, and that he has spoken to Leadership Academy and a realtor group out of Fort Mill. Staff performance reviews were completed. Billy attended Destinations International CEO Summit for educational sessions and opportunities for networking with other CEOs. *Destination Marketing Fee Program:* 10 hotels signed up (8 currently in program) and have invoiced the initial properties. Staff will be working on a new initiative called "mobile insights" through partnerships with CRVA. This will allow us to identify points of interest throughout York County and pull data (where they are from, how long they stayed, have they been there before, etc.) through cell phones. Billy will be traveling to Frisco, TX to visit with them discussing their working relationship with the Dallas Cowboys. Billy wants to find out how involved they are with the Cowboys but also curious of their economic impact figures. This will assist with anticipating what the economic impact will be if the Carolina Panthers move to York County.

Marketing/Communication Report: Sonja mentioned that most of our advertising campaigns will be happening at the end of the fiscal year. *Charlotte Magazine* will be May 1-31st and will have digital and storytelling

components to paint the picture of what a visit to York County would be like. We will run ads in the *AAA Go Magazine* in June's newsletter, *Garden & Gun* magazine will be June/July issue. Trip Advisor has already been completed at 98% impressions for this year. YouTube over performed at 678 more than ordered. Sonja informed everyone that she and Brianna hosted a media familiarization tour and received great press from it.

Brianna reported that she is now adding of the YoCo Buzz and the subscription numbers on her goals spreadsheet. 550 people signed up for the YoCo Buzz in the last 2.5 months. *Social Media Update*: SC Humanities Festival guide was on the blog and the festival schedule was in the mobile app...both did really well. Come-See-Me kids' event guide was on the blog, she did a Facebook Live during the Copperhead Strike launch, and Kings Mountain National Military Park is also on the blog for the week since it's National Parks Week. Brianna will be meeting with Fort Mill for the marketing of the Strawberry Festival and the latest Road Trip York County is on the Anne Springs Close Greenway. She utilized influencers from 'Fort Mill Now' (an account with over 5,000 followers) and interviewed them on their experience on the greenway. Rebekah and Brianna went to Papa Doc's at Lake Wylie and put together a quick video of the new restaurant and it has 1,600 shares, 1,000 likes and reached nearly 400,000 people organically. We are currently working with SC PRT on a 'Spring Festival Guide' on DiscoverSC's Facebook page to cover all the fun things to do in Spring.

Sales Report: Andy reported that the last few weeks have been extremely busy with sports events. In April, USA Football Regional Development Camp was at South Pointe High School. That same weekend, we had a football recruiting camp-Rivals Regional Football Camp at Nation Ford High School. They had 1,600 athletes come through for the Rivals Camp. McDavid USA All-American Camp, which is an international elite-level camp for youth basketball players, was in town and they had approximately 200 2nd-6th grade athletes. Phenom Hoops Queen City Showcase, which is an AAU high school basketball showcase, had about 120 teams. Finally hosted the SIAC Conference Track & Field Championships at Winthrop Track—13 schools in the conference.

Destination Services Report: Jenny reported on May events, which include the US Putt Putt Championships that will be held at Mr. Putty's on May 23-26th. We will be hosting the opening night banquet at the Glennon Center. Working with Light Bright Boxing to host the USA Boxing Regional at Rock Hill High School on May 17-18th. Other events include: FLW event, the QCAA Rumble Basketball tournament, and AAU Gymnastics meet also on May 17-18th. The Big South Conference Track & Field Championships will be May 9-12th at Winthrop Track. We anticipate June to be sports heavy also.

Partnership/Visitor Services Report: Allison reported that we have Vizzy scheduled for six events from now-May. With the addition of Vizzy and being located downtown, we have seen over 200% increase in visitor assisted. Grits Stop will be Friday, May 10th at the SC Welcome Center in Fort Mill. This is in partnership with the City of Rock Hill PRT, Olde English District, and SC PRT to thank visitors for traveling. Partners In Tourism decided to expend the National Travel & Tourism Week through the month of May by giving finishers of the YoCo Brew Trail a pint glass in addition to their coveted t-shirt. PIT's April meeting was held at SouthTown Wake Park and focused on the upcoming Ag+Art Tour. May 8th will be the next PIT meeting that will be a historic walking tour and finish at Hobo's. Finally, the York County Visitors Center is a ticket location for the York County Sports Hall of Fame and the Taste of York County.

OTHER/NEW BUSINESS:

PIT Budget Request: Allison requested that the PIT Board is wanting to ask the CVB board to approve the roll-over of revenue/funds to create a hospitality scholarship and continuing to save up for marketing campaigns. They currently have roughly \$8,000 and are requesting to be able to roll-over any unused funds to FY20. Ron Miller made a motion to allow them to roll their unspent funds to FY20. Strauss Moore Shiple seconded the motion. All were in favor. Ron also suggested maybe they adjust their by-laws so they wouldn't have to come to the CVB board every year.

FY20 Budget Update: Billy reported that our budget is complete. We are now going through the process of giving it to the County. All of the municipalities look good as far as continuing funding. Over the last three weeks, Billy

reported he has been meeting with the County Council members individually to go over the funding plan (more Accommodations Tax since less Hospitality Tax). Billy will present the budget to County Council on May 6th.

Suggestions/Comments from the Board: Joanna DiPastena wanted to say, "Thank you & Good Job to the Staff!" Strauss Moore Shiple mentioned the Ag+Art Tour will be June 1st-2nd (east) and June 8th-9th (west) and volunteers are needed if you are interested. Strauss also commended Sonja Burris for leading York County and their 22 farms! Laurie Helms mentioned BloomFest will be May 18th and is a craft and garden fair at Glencairn Garden. Also, BikeFest will be held for the second year on May 11th at Riverwalk.

ADJOURNMENT: Andrea Cooper made a motion to adjourn and Strauss Moore Shiple seconded the motion. All were in favor. Laurie Helms adjourned the meeting at 9:05a.m.

Rebekah Ardis, Scribe

NEXT MEETING

Wednesday, May 22, 2019 at 8:00am at the Rock Hill/York County Airport