

Rock Hill/York County CVB Board of Commissioners Meeting
York County/Rock Hill Airport
April 27th, 2022 | 8:00am

MINUTES

PRESENT: Chip Hutchison, Shea Maple, Amy Gonzalez, Brown Simpson, Lamar Thompson, Elizabeth Bowers, Mark Vansickle

STAFF: Allison Cleveland, Andy Clinton, Kaylin Dettman, Jordan McCraw, and Mallory Snyder

GUEST: Melissa Whitfield (Contracted Accountant)

CALL TO ORDER: Brown Simpson called the meeting to order at 8:04am

APPROVAL OF MINUTES: Minutes from the March 23rd meeting was emailed prior to the meeting for review and approval. Chip Hutchison made a motion to approve the meeting minutes; Shea Maple seconded the motion. No discussion. All were in favor.

TREASURER'S REPORT: Treasurer Amy Gonzalez reported the updated P&L. Amy informed the staff of the accrued leave acquired from departing staff members on the P&L explaining how it was shifted out of the salaries expenses. Amy also told the board of the operating and savings totals. Chip Hutchison made a motion to approve the Treasurer's Report, Shea Maple seconded the motion. All were in favor.

Destination Marketing Fee Update: Allison Cleveland updated the board of the progress of the DMF program based on the month of March, along with the totals for the year that have been invoiced and collected.

Partners in Tourism Foundation Update: Mallory Snyder explained the foundations goals along with sharing that the foundation received its 501C-3 status.

CEO REPORT: Andy Clinton introduced Elizabeth Bowers to the board and staff. Andy also updated the board of the progression of the staff members in their new job descriptions. Andy expressed that the staff will be looking for a full time finance/HR staff member by the start of the new fiscal year in July. A presentation was made by the staff to show the board comparisons of other destination marketing organizations around the country of how they operate with their funding and staff size. Brown Simpson passed around a card for the staff and board to sign for David Angel. Andy and Mallory Snyder also gave insight about the strategic plan which will be shared fully in the July board meeting.

NEW BUSINESS: Courtney Peterson made a motion to approve the Fiscal Year 2023 Budget, Mark Vansickle seconded the motion.

2022 Destination Guide & Brew Trail Passport: Kaylin Dettman and Mallory Snyder showed the board the new 2022 destination guide along with the brew trail passports and video.

COMMISSIONER COMMENTS: Brown Simpson made a comment about the ongoing events of Come See Me and the Strawberry Festival.

ADJOURNMENT: Chip Hutchison made a motion to adjourn the meeting, Courtney Peterson seconded the motion.

Jordan McCraw, Scribe