

**Rock Hill/York County CVB Board of Commissioners Meeting**  
**York County/Rock Hill Airport**  
**April 26<sup>th</sup>, 2023 | 8:00 am**

**MINUTES**

**PRESENT:** Brown Simpson, Chip Hutchison, Cortney Peterson, Amy Gonzalez (Zoom), Lisa Mosely, David Angel (Zoom), Laurie Helms, Mark VanSickle (Zoom), Elizabeth Bowers, Shea Maple

**STAFF:** Andy Clinton, Andrew Vinson, Jordan McCraw, Mallory Snyder, Allison Cleveland

**CALL TO ORDER:** Brown Simpson called the meeting to order at 8:00 am

**APPROVAL OF MINUTES & ENTIRE CONSENT AGENDA:** Minutes from the March meeting were emailed prior to the meeting for review and approval. Laurie Helms made a motion to approve, Elizabeth Bowers seconded the motion.

**TREASURER REPORT:** Chip Hutchison updated the board that all of the A-Tax funding has been collected from all municipalities in York County for fiscal year 2023. VYC is forecasting to be able to fund the savings account back to where it was pre-Covid. DMF incomes are forecasting to go overbudget, and Andrew Vinson is helping move some of that savings into CD's which will help the organization in the future. Porter Gable made a motion to approve the treasurer's report, Lisa Mosley seconded the motion.

**DMF UPDATE:** Allison Cleveland presented the board with the March hotel reports, which included March of 2023 collecting more than March of 2022. Most hoteliers are up to date on the current & past invoiced collections compared to previous months. With the addition of Motel 6 Fort Mill off Carowinds Blvd, March of 2023 has been a success regarding DMF collections.

**CEO REPORT:** Andy Clinton informed the board of word passed down from the county that in VYC's ordinance, all board members must be present and cannot participate in any voting unless present at the meeting. Andy highlighted Elizabeth Bowers & Porter Gable for being selected by the York County Chamber Of Commerce's "Ones to Watch", which shows the strength of our board and their impact within York County. VYC is proud to have them serving on the board. Andy & Mallory presented to county council and were received well, being recognized for the efforts made on social media with the YoCo Buzz and ability to help bring economic impact into York County with event recruitment. Andrea Barnette with RHPRT accompanied Andy as they attended National Hospitality Day in Columbia, SC. Andy's meetings with Kathryn Jones with York County Parks & Recreation and York's City Manager Dalton Pierce were brought up as VYC is striving to work on and create better relationships across the county. VYC has two at large bids open that have been filled. Ben Boyles with Clemson Extension, (Who also created the SC Ag + Art Tour) & Natalie Hoekstra with Hilton Garden Inn will be joining the VYC board soon. VYC gets another hotelier to replace Cortney Peterson, who will be taking Allison Cleveland's role as VP of Sales & Partnerships at the end of May. Brown Simpson will be filling in as chair until Amy Gonzalez can assume the role this summer. Cortney, who was a part of the executive committee, will be stepping down and nominations for her replacement on the executive committee are beginning now. Andy was delighted to announce that the partnership agreement with RHPRT was signed, and the partnership will continue for 3 more years. One significant change is that the money exchanged will be percentage based that will benefit both sides in the years to come, as Rock Hill & York County

grow. The 2024 fiscal year budget was presented and also sent out to all board members to approve at this April meeting and Andy highlighted the changes in the budget from 2023 to 2024 which includes the BMX funding addition to RHPRT as VYC feels that the BMX Worlds are an event that is its own caliber so much that VYC needed to step up and be part of similar of years past with this event. A motion of approval of the fiscal year 2024 budget was made by Elizabeth Bowers, seconded by Shea Maple.

**MARKETING UPDATE:** Mallory Snyder updated the board on website statistics with website sessions being up 12% compared to March 2022. Kaylin Dettman has been working on creating YouTube Shorts and expanding VYC's YouTube presence as well. VYC set a record of 107k video views for the month of March, which the staff is very proud of. Kaylin & Mallory have been working with an event coming to the Anne Spring Close Greenway in May called Whiskey After Dark, hosted by the Local Palette from Charleston, SC. They have worked to create a partnership to advertise and showcase the area as well as the event next month. Kaylin also created a post for Fort Mill's Strawberry Festival that went viral on social media. The post had over 1 million impressions which is about 1/6 of the average impressions VYC records over an entire year just from one post. Kaylin also made the trip out to Kings Mountain State Park to gather content and has been helping market the SC Ag + Art Tour with the locations in York County. Lisa Mosely attended Honeystrong in western York County to gather content of the bee farm. Mallory's classmate in Leadership York County is the CEO of FARMacy which was just created in York County and has worked with the company and Victory Gardens to highlight them in our area as tourist attractions.

**EVENT RECRUITMENT:** Ben Paxton presented the board with the announcement of VYC being awarded the USATF Cross Country State & Region 4 Championships in 2024 with the hope of placing them out at Catawba Bend Park but will use Winthrop University as a backup. Ben gave some insight on the number of teams and types of events that he has been in contact with, which can help provide some events during the slower period of events in the fall. Ben also talked about how these events in conjunction with the NCAA Cross Country Championships can benefit by being here and how it is a massive step forward for the county regarding racing/track & field events. Tori Gurley was also present and highlighted the talks he has had with the Manning family about placing their first ever top 100 QB camp here in Football City, USA. The camp is looking at getting a series made on either YouTube or Netflix which can help showcase the county to millions of others online. Tori also explained the Cam Newton 7 on 7 event that is looking to come to Fort Mill's Comporium Athletic Park this summer. Jordan McCraw showed the board the direct economic impact of 2023's fiscal year, which highlighted that we are at a higher impact number than 2022 was up to march in 2022's fiscal year. March had 5 of the top 10 events for this quarter, which Laurie Helms mentioned has been largely in part of the efforts of the staff with RHPRT. Jordan recapped "Rock the Winds" by showing the two most viewed tweets in Winthrop University's twitter history were tweets relating to the event this past March with 24.4k views & 12k views respectively.

**NEW BUSINESS:** VYC's staff goals are being evaluated and looking to be in great shape. The mobile visitors center van, "Vizzy", has had the wrap removed and is looking to hopefully have the van sold in the next month, which VYC plans to use the money generated from the sale to purchase some digital kiosks. Andy highlighted a few upcoming events that all board members were invited to including the Fort Mill Historic Walking Tour on May 26<sup>th</sup>. Allison also mentioned that the quarterly hotel meeting was next month to help prepare the hotels for next year's UCI BMX Worlds, as well as update them on the future event list for the spring & summer of 2023.

**COMMISSIONER COMMENTS:** Amy Gonzalez thanked Cortney Peterson for her time spent on the VYC board and is excited to be the board chair this summer.

**ADJOURNMENT:** Brown Simpson adjourned the meeting at 9:07 am

Jordan McCraw, Scribe