

Rock Hill/York County CVB Board of Commissioners
Rock Hill/York County Airport
August 28, 2019 | 8:00am

MINUTES

PRESENT: Billy Bolin, Andrea Cooper, Denise Cubbedge, David Grigg, Laurie Helms, Dan Holmes, Matthew Martin, Ron Miller, David Roberts, Tommy Schmolze, and Brown Simpson

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

GUEST: Mayor Eddie Lee, Berkeley Young

CALL TO ORDER: David Roberts called the meeting to order at 8:03a.m. He also welcome Mayor Eddie Lee from City of York to the meeting.

APPROVAL OF MINUTES: Minutes from the July 31, 2019 meeting, which were included within the packets and sent out prior, were up for approval. Denise Cubbedge made a motion to approve the meeting minutes; Jason LaBarge seconded the motion. All were in favor.

TREASURER'S REPORT: Dan Holmes presented the P&L to the board. He mentioned that the revenue from *5600: Destination Marketing Fee* is from 8 hotels but still hoping for 12 hotels to commit. After the adjustments from the audit are made the following will be adjusted back to FY19:

- *Earned Revenues: 5506-SCPRT Tourism Advertising Grant:* \$30,268.57
- *Expenses: 8220-Visitor Profile & Research:* \$19,600 (check was lost in the mail so had to reissue)
- *Expenses: 8500-Printing & Design Production:* \$1,462.50, \$818.10, and \$1,090.80 will be adjusted back to FY19.

It was expressed in Executive Committee meeting that *Expenses: 8120-Office Rent:* Seemed high but Rebekah confirmed that it is actually 3 months of rent. Motion to approve the Financial Statement was made by Brown Simpson; seconded by Laurie Helms. All were in favor.

CVB UPDATE:

President/CEO's Report: Billy mentioned that we have 8 hotels on board with the Destination Marketing Fee Program. County Council recently conducting their final vote for the Accommodations Tax and we received what we thought we would—not what we had hoped but what we planned for. We will now move forward with budget that the board approved at last month's meeting as our finalized budget.

Annual Meeting will be September 26, 2019 at 5:30-7:30pm at Southern Charm Events. Invitation will be sent out this week. Billy will be presenting to County Council on September 3rd, which will be his quarterly presentation this time he will be highlighting how tourism benefits economic impact and economic development. Andy and Billy will be attending the NCAA Symposium in Indianapolis on September 17-19, 2019 so we can bid on NCAA events. We are finalizing the YoCo Taste Trail to launch January 1st. This will highlight the Top 12 dishes in York County. It will be a mobile app driven initiative (similar to the Brew Trail) that will require you to taste 10 of the Top 12 dishes to complete the tour. Lastly, Billy mentioned that we are working with the City of Rock Hill's Sports & Event Center for a 5-year sponsorship agreement at \$10,000/year. This sponsorship will give us signage and presence in the building. The proposal has to go to City Council for approval and it will come back to the board for support at the appropriate time.

OTHER/NEW BUSINESS:

Social Media Policy: Billy reminded everyone of the social meeting policy that would be for staff and the Board of Commissioners. He reached out to Michael Kendree for support of the policy but has not heard back from him yet.

Billy would like to defer the adopting of the policy until next month in hopes he can hear back from the county attorney.

COMMISSIONERS COMMENTS: None were made.

ADJOURNMENT: David Roberts adjourned the meeting at 8:15a.m.

Rebekah Ardis, Scribe

NEXT MEETING

Wednesday, September 25, 2019 at 8:00am at the Rock Hill/York County Airport in Rock Hill