

Rock Hill/York County CVB Board of Commissioners
Hampton Inn & Suites – Fort Mill
August 26, 2020 | 8:00am

MINUTES

PRESENT: Andrea Cooper, Denise Cubbedge, JoAnna DiPastena, Ron Miller, David Roberts, Caitlin Rogers, Tommy Schmolze, and Brown Simpson

STAFF: Rebekah Ardis, Allison Cleveland, Andy Clinton, Billy Dunlap, Briana Francis, and Savannah Underwood

GUEST: N/A

CALL TO ORDER: David Roberts called the meeting to order at 8:05am.

APPROVAL OF MINUTES: Minutes from the July 22, 2020 meeting were included within OnBoard's meeting documents for review and approval. Brown Simpson made a motion to approve the meeting minutes; Andrea Cooper seconded the motion. All were in favor.

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

Public P&L:

Income:

- *5201: SCPRT Tourism Advertising Grant:* \$4,879.32 will be adjusted back into FY20 when audit is complete
- *5700: Destination Marketing Fee:* \$4,658.65 will also be adjusted back into FY20

Expense:

- *8171: New Equipment:* \$1,720.12 should also be adjusted back into FY20
- *8220: Visitor Profile & Research:* This budgeted expense is from Uber Media, which is the mobile location data software we will be using for 50 points throughout York County
- *8320: Event Expenses, 8330: Recruitment, 8500: Print & Design Production, 8600: Convention & Trade Shows:* These expenses were supposed to be paid out of Private Funds account but we are still waiting on the checks so will reconcile it between the two accounts

Other Income:

- *5601: Savings/Retained Earnings:* This \$250,000 is money that we had already within our operating account and will be utilizing this budget year. It is not new income/revenue but needed to be documented on the budget and P&L since it will be utilized as retained earnings from previous years.

Private P&L:

Income:

- *5700: Destination Marketing Fee:* \$29,168.52 has been invoiced to the preferred hotels for the month of July. (13 hotels)

Expense:

- Waiting on checks. Ordered July 31st so hopefully will be here any day.

Other Income:

- *5601: COVID-19 Rollover:* \$100,000 is money that we had already within our operating account and will be utilizing this budget year. It is not new income/revenue but needed to be documented on the budget and P&L since it will be utilized as retained earnings from previous years. The remaining \$107,097 is from the savings account we closed at Family Trust.

Motion to approve the Treasurer's Report was made by Ron Miller; seconded by Denise Cubbedge. All were in favor.

CEO REPORT: Partnership: Billy Dunlap mentioned that the City of Rock Hill PRT partnership is going well. The two hotel programs have officially merged and only two hotels decided not to participate. Staff will be delivering PRT/VYC partnership signage, which feature a QR code to offer visitor information, to PRT facilities.

VYC staff is conducting economic impact studies for all events. VYC had a \$38.2m economic impact for last year and so far for just the month of July we are at \$8.4m with the partnership. *Destination Marketing Fee Program:* Includes 17 hotels now. *Staff:* Update board on Jenny leaving VYC for the Executive Director position at the Olde English District Tourism Commission. The open position will be mainly a Research/Data focus and have had 10 applicants already. *Meetings & Presentations:* Billy spoke to County Council last Monday and at the end of the presentation the mobile location data was the only thing that was discussed. Billy also mentioned he was on Straight Talk on WRHI regarding budget and met with Brandon Guffey, who will be filling District 6 and seems to be supportive of the CVB. *Board:* There will be five seats open on January 1, 2021 and he is working to identify possible commissioners. Hope to have two people to fill our current vacancies soon. Finally, he has decided to keep the Visitors Center closed to the public until the end of December based on what others are doing. *Forecasting:* Tourism Economics forecasts that we currently should be at approximately 60% of where we were for 2019. By 1st quarter of 2021: at 72-73% of 2019; by the 3rd & 4th quarter of 2021: expecting to be around 85%. Again, Billy mentioned how thankful and grateful for the sports tourism that is driving the weekend business.

ONBOARD REVIEW: Rebekah Ardis reviewed how to access the documents and RSVP to meetings within OnBoard.

SALES UPDATE: Andy Clinton went over the current state of events in York County, as well as upcoming events. A lot of cancellations due to facilities not being available. Some events are rescheduling others are not. Andy mentioned he is trying to be creative by working with private facility owners as opposed to Winthrop University and the school districts. Most recently hosted the Mrs. SC/Mrs. NC Pageant and shared the social statistics that it created. He mentioned he attended Sports ETA Conference virtually and had 13 appointments at 15 minute increments. Fishing seems to be a “Covid-friendly” sport so Andy is looking at bringing in more fishing, one of which is Major League Fishing. He mentioned that he actually just booked four High School and Collegiate fishing events for September and October. Denise Cubbedge asked if Andy could put his presentation on OnBoard. It will be placed within the Resources folder under Staff Presentations.

OTHER/NEW BUSINESS:

Nomination of 2021 Board Officers: Billy Dunlap mentioned that the Executive Committee is working on a new slate of officers to present to the full board during the October meeting. This slate would start January 1, 2021. Dan Holmes will be back in January 2021.

Approval of Family Trust Access: Billy Dunlap asked to have access to view the Family Trust accounts online. This would not allow staff to make any transactions per our by-laws but to be able to view the account activity for the Private funds. Ron Miller recused himself since he is an employee of Family Trust. Brown Simpson also recused himself as a Board Member of Family Trust. Tommy Schmolze made a motion to allow staff online access to view activity of the Family Trust accounts. Denise Cubbedge seconded the motion. All were in favor.

Sales and Marketing Goals: Billy informed the board that the Sales and Marketing Goals are within OnBoard. They are updated monthly but not always discussed at the monthly meeting. Billy then showed the board some of the awesome video of the paid media that Brianna put together with Jamarcus Gaston from WSPA out of Greenville, SC.

COMMISSIONER COMMENTS: David mentioned that Laurie wanted to have an annual evaluation in place for Billy regarding his administrative skills, as well as how he and staff are working towards the strategic plan. Asking for everyone’s input when it is completed. Finished with the fact he noticed an article in the newspaper that mentioned tourism is the #3 revenue generator in the world and that the industry has lost \$342b during Covid. For that he is very appreciative of the staff and what they have done for York County tourism.

ADJOURNMENT: David Roberts adjourned the meeting at 9:21 am.