

**Rock Hill/York County CVB Board of Commissioners Meeting**  
**Rock Hill/York County Airport**  
**August 25, 2021 | 8:00am**

**MINUTES**

**PRESENT:** David Angel, Denise Cubbedge, Chip Hutchison, Shea Maple, Brown Simpson, Lamar Thompson, and Mark VanSickle

**STAFF:** Rebekah Ardis, Allison Cleveland, Andy Clinton, Kaylin Dettman, Billy Dunlap, Brianna Francis and Mallory Snyder

**GUEST:** Derrick Lindsay, Ward 1 Councilman

**CALL TO ORDER:** Denise Cubbedge called the meeting to order at 8:02am.

**APPROVAL OF MINUTES:** Minutes from the July 28, 2021 meeting were included within OnBoard's meeting documents for review and approval. Brown Simpson made a motion to approve the meeting minutes; David Angel seconded the motion. No discussion. All were in favor.

**TREASURER'S REPORT:** Billy Dunlap presented the P&Ls for the Public and Private accounts after one month. Audit adjustments will be made after the audit is complete, which is usually in January. There is a slight concern with cash flow since we are operating without our usual monthly hospitality tax revenue.

**Public:**

- Earned Revenues: \$6,500. Working on reimbursements from government funding
- Net: -\$76,000 but as we get funding in, everything will balance.

**Private:**

- Retained Earnings will roll over after audit.
- DMF \$84,000 (budget is mid-\$60s/month)
- \$91,000 on Income
- Nothing to report on the expenses

Discussion of cash flow and the possibility of using some of the money in a CD as an internal line of credit. Motion to approve the Treasurer's Report was made by David Angel; seconded by Chip Hutchison. All were in favor.

**CEO REPORT:** Billy started with an introduction to Derrick Lindsay, City of Rock Hill Councilman. *DMF Update:* He mentioned we have 25 hotels in partnership and July collections set a record at \$91,000. *Meetings:* We had two really good meetings—Quarterly Preferred Hotel meeting and a Workforce Development meeting that focused on connecting hospitality employers met with organizations that provide workforce service. Also had a meeting with The Panthers to keep communications open for when they are ready to discuss types of events, capacities, etc at their facility. *Riverbend:* Andy has been working on developing a Cross Country course to host large meets with approximately 2,000-3,000 athletes starting Fall 2022. Andy is also working on the Brew Trail Marathon, which will be held on May 14, 2022. *Battle at the Rock:* Will be held first weekend in December and currently finalizing the teams. *City of York:* Brianna worked with City of York for their recent rebranding and logo design. *Destination Guide:* Just ordered another 10,000 guides, bringing the total to 30,000. *Data for 2020-2021:* Billy shared end of fiscal year numbers, which demonstrates how the partnership with City of Rock Hill has been very beneficial for all parties.

- 242 total events
- 232,000 Overnight Visitors
- 500,000 Total Attendance
- 46.6% spent the night
- \$84M direct economic impact.

Billy then called on Brianna Francis to discuss staff's work as part of a new exhibit featuring the Friendship 9.

**FORT MILL IMPACT PRESENTATION:** Billy shared the presentation that he will be presenting to the Town of Fort Mill's Town Council on the impact of tourism to their community.

**NEW BUSINESS:**

- A. Update on Future of Visit York County:** Billy mentioned there was not much of an update at this point. It was discussed during the Finance & Operations Committee meeting but he is unsure of their next steps. City of Rock Hill's City Council discussed it in Executive Session but nothing public at this time.

**COMMISSIONER COMMENTS:** David Angel mentioned his personal opinion that he believes the organization works best creatively in its current state of autonomy.

**ADJOURNMENT:** Motion to adjourn was made by David Angel at 9:37am.

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Rebekah Ardis, Scribe