

Rock Hill/York County CVB Board of Commissioners Meeting
York County/Rock Hill Airport
August 24th, 2022 | 8:00am

MINUTES

PRESENT: Brown Simpson, Shea Maple, Caitlin Rogers, David Angel, Chip Hutchison, Denise Cubbedge, Laurie Helms, Courtney Peterson, Lamar Thompson, Amy Gonzalez (Zoom)

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

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

APPROVAL OF MINUTES: Minutes from the July 27th meeting were emailed prior to the meeting for review and approval. David Angel made a motion to approve, Denise seconded the motion

TREASURER'S REPORT: Treasurer Amy Gonzalez reported the updated P&L with our operating and savings accounts numbers.

DESTINATION MARKETING FEE UPDATE: Allison Cleveland showed the DMF collections of July compared to previous months and previous years with this most recent July being a record breaking month for DMF collections. She also updated the board of Avid Fort Mill selling their ownership and dropping from the DMF preferred hotel program for the time being.

CEO REPORT: Andy explained the SCPRT reimbursement standings for Visit York County where some grants will come back to the organization here in the next month. Andy also showed the board who all the staff has met with and all the presentations done in the past month. The new Winthrop president also stopped by the office and the staff feels as if the partnership with Winthrop will grow stronger with the recent connection.

MARKETING UPDATE: Kaylin presented to the board the recent marketing efforts with Libra as our new marketing agency. She showed the current website statistics along with the top performing content across all social media platforms and explained the outreach of having influencers post content of different places to eat or things to do in the York County area. She also shared that a new website video was being created since our current video was 7 years old and needed to be updated. Kaylin also gave the opportunity for board members to submit clips to a dropbox link to help showcase all of York County.

EVENT SERVICES UPDATE: Jordan presented the board with recent economic impact numbers from recent events from the past two months and how Visit York County is advertising at events. Laurie Helms gave the City of Rock Hill PRT staff a shoutout for the events that were mentioned in the economic impact numbers. Laurie wanted to recognize the hard work and effort put into all of these events in the hospitality industry.

NEW BUSINESS: Andy explained that Sam Hall had to resign from the VYC board and that we are in search of a new board member for the York seat. The staff is also continuing to work at Catawba Bend Preserve to help get that course ready for events here in the fall.

COMMISSIONER COMMENTS: Chip Hutchison mentioned that if possible once a month the entire group could meet at a brewery to help Kaylin gather content while also sharing ideas to help grow our marketing efforts as a whole. David Angel made comments commending Andy and the staff of their hard work over the past 7 months. Caitlin mentioned the fun her and her family had trying out the taste trail week. Sam and Laurie said they would like to help gather videos when going out to local restaurants. Lamar Thompson praised the staff for their work.

ADJOURNMENT: Brown Simpson adjourned the meeting at 9:09am

Jordan McCraw, Scribe