

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

MINUTES

PRESENT: David Angel, Denise Cubbedge, Amy Gonzalez, Sam Hall, Chip Hutchison, Shea Maple, Lisa Moseley, Cortney Peterson, David Roberts, Lamar Thompson, and Mark VanSickle

STAFF: Rebekah Ardis, Andy Clinton, Allison Cleveland, Billy Dunlap, and Mallory Snyder

CALL TO ORDER: Denise Cubbedge called the meeting to order at 8:00 am.

APPROVAL OF MINUTES: Minutes from the October 27, 2021 meeting was emailed prior to the meeting for review and approval. David Angel made a motion to approve the both sets of meeting minutes; David Roberts seconded the motion. No discussion. All were in favor.

TREASURER'S REPORT: Billy Dunlap presented the P&Ls for the Public and Private accounts as information to the board.

Public:

- quarter marketing reimbursements are still being compiled for *5300b-York County A-Tax; 5103-Rock Hill A-Tax* and *5201-SCPRT Tourism Advertising Grant*. Will be delivered by the end of the week.
- Actual collections for *Fort Mill A-Tax* came in at \$74,000, not projected \$60,000.

Private:

- *5700-DMF:* Still have a few hotels left to report their October collections anticipating ending the month at approximately \$90,000.
- Notes that Mallory Snyder was shifted to be responsible for Destination Guide Ad Revenues and has exceeded the revenue goal.
- *8323-Event Expense:* STAR Grant – got funding for Battle at the Rock, applied for Major League Fishing 50% match \$25,000 – money we budgeted when county council cut funding No Room For Racism Classic- applied got \$38,000 for this event. One or two more events that we will apply for throughout the year.
- *No Room For Racism Classic* – Billy notes that we have started collecting some revenue from ticket presales and that we have almost reached our budget with just presales
- *Partners in Tourism Foundation* – Billy notes you'll see an expense of \$7400 that wasn't budgeted – we had to write a check out of one account to move money to create a bank account for the foundation.

Motion to approve the Treasurer's Report was made by David Angel; seconded by David Roberts. All were in favor.

CEO REPORT: Billy Dunlap started with a DMF update stating collections in October were at \$90,000 and that we are expecting between \$75,000 and \$80,000 for November with two-thirds of the hotels reporting. After four months we are at roughly 46% to our revenue budget for the year.

Battle at the Rock was this past weekend, national basketball showcase and this coming weekend we have No Room For Racism Classic, with the possibility to sell out the South Carolina Florida State game.

Billy notes that we held a preferred hotel meeting on November 18th with a quarterly update for them.

Notes that dates for the 2022 board meetings were emailed out to all board members.

NEW BUSINESS:

- A. Budget Update:** Denise and Billy update the board on conversations with county administration and county council. After discussing adding additional funding to VYC's budget this fiscal year, we have decided to move forward with what we have and address additional funding needs for our next fiscal year. David Roberts and David Angel propose a board liaison position. No vote is taken.
- B.**
- C. Executive Committee:** Denise notes that after this meeting, David Roberts rolls off of Executive Committee as the past chair. The Executive Committee has nominated Amy Gonzalez for the secretary position – this passes unanimously.
- D. Staff and Board Update:** Billy recognizes this as Denise Cubbedge's last meeting and that Rebekah Ardis' final meeting as she is taking a job with the City of Rock Hill after being with the organization for 10 years.
- E. Funding Need:** Billy recommends for \$20,000 in savings in public budget and \$50,000 from savings on our private budget into operating to assist with cash flow for our sporting events. This will be paid back after revenues are received from the events. Passes Unanimously.

ADJOURNMENT: David Angel motions to adjourn meeting.

Brianna Francis, Scribe