

Rock Hill/York County CVB Board of Commissioners
Rock Hill/York County Airport
February 26, 2020 | 8:00am

MINUTES

PRESENT: Billy Bolin, Denise Cubbedge, Joanna DiPastena, David Grigg, Laurie Helms, Ron Miller, Cortney Peterson, David Roberts, Caitlin Rogers, Tommy Schmolze, Strauss Moore Shiple, and Brown Simpson

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

GUEST: N/A

CALL TO ORDER: Laurie Helms called the meeting to order at 8:04a.m.

PAST CHAIR RECOGNITION: Laurie recognized David Roberts as our out-going chair and provided him with a token of our appreciation for his leadership last year.

INTRODUCTION OF NEW STAFF MEMBER: Brianna Francis introduced Savannah Underwood as our new Communication Manager.

APPROVAL OF MINUTES: Minutes from the January 22, 2020 meeting, which were included within OnBoard meeting documents, were up for approval. Brown Simpson made a motion to approve the meeting minutes; Denise Cubbedge seconded the motion. All were in favor.

TREASURER’S REPORT: Denise Cubbedge presented the P&L to the board. Majority of the focus will be to secure the remaining *Earned Revenues: 5491-Corporate Sponsorship* and *5506-SCPRT Tourism Advertising Grant. 5805-Battle at the Rock* revenue was not as high as projected due to the relocation of the event but the *5815-MLK Holiday Showcase* exceeded expectations. *5700-Destination Marketing Fee Program* is still trending higher than projected. Motion to approve the Financial Statement was made by Billy Bolin; seconded by David Roberts. All were in favor.

CVB UPDATE:

President/CEO’s Report: Billy Dunlap updated the board on the vacant seat left by Matt Martin. Shea Maple at Winthrop University is going through the approval process to fill this seat. *DMF Update:* Wingate Inn by Wyndham and Home2 Suites have been reinstated and Tru by Hilton in Rock Hill is a new property in the program. This brings us to 11 participating hotel properties. *Staff Goals* are included in OnBoard within the ‘Resources’ file. Overall, we are on target to meet our goals with the exception for Meetings and Conferences, which is due to the lack of facilities. *YoCo Taste Trail:* Doing well and all restaurants have check-ins except one restaurant. Still getting great media coverage. *County Council:* Billy mentioned he presented the Mobile Insights Data and council was very impressed. He will now present the same information to each municipality on the following dates: City of York-March 3rd, Town of Fort Mill-March 9th, and Town of Clover-April 13th. He is already working with CRVA to enhance the data received starting in new fiscal year. *Travel:* Recently attended the Southeast Tourism Society’s Connections in Little Rock and the SC Governor’s Conference in Myrtle Beach. Both consisted of great networking opportunities and educational sessions. *City of Rock Hill Sponsorship Update:* we are in the final stages of the sponsorship with the City of Rock Hill for the padding on the basketball goals within the Rock Hill Sports & Event Center. They unfortunately will not be here for SIAC but soon thereafter. *Smith Travel Research Report:* The STR is our measuring tool for hotels and in January 2020 York County was about where we thought we would be.

January 2020	
Occupancy: down 1.6%	Supply: up 8.2%
Average Daily Rate (ADR): down 2.4%	Demand: up 6.4%
Revenue per Available Room (RevPar): down 3.9%	Revenue: up 3.9%

ONBOARD OVERVIEW: Rebekah Ardis demonstrated how to utilize OnBoard and access meeting documents. She showed the board how to view meeting packets, how to rsvp to a meeting, as well as where to find staff reports, goals and other important reports. It is the goal of the staff to have all documents pertaining the monthly board meeting attached to the agenda. The board will receive notification via email once all is ready to be viewed. It was discussed to include staff reports as a consent agenda. Rebekah reminded the board that there are some great tutorial videos under ‘help’ but to also feel free to reach out to her if any questions as we navigate through the portal.

OTHER/NEW BUSINESS:

Partnership with the City of Rock Hill: Billy Dunlap mentioned that we are in the contract stage of the partnership. The Rock Hill City Council has approved it and the city’s attorney is drafting the agreement. We will then have an attorney look at it and it will come to the board for approval. The goal is to go into effect by July 1st. Billy Bolin mentioned he’d like to see an agreement with each municipality for funding. Billy Dunlap mentioned that he is planning to create a three-year agreement with the municipalities.

Update on 2020-2021 Budget: Working with staff on next fiscal year’s budget. Will be presenting it in March’s meeting and will plan for approval during April’s meeting.

Adopting of Strategic Plan for 2020-2023: Billy Dunlap shared the staff’s plan for the next three years. He reviewed current initiatives and what we are proposing to focus on until 2023. The list was displayed for the board to view and was included in the board packet. This comes as a recommendation from the Executive Committee and therefore doesn’t need a motion. Vote was taken and all were in favor.

COMMISSIONERS COMMENTS: Laurie Helms gave kudos to Andy Clinton for his WRHI interview regarding the SIAC Basketball Championships that runs Monday-Saturday. Billy offered tickets to the board. Billy also mentioned that we have York County information and quotes within the *American Way*, which is the American Airlines magazine.

ADJOURNMENT: Laurie Helms adjourned the meeting at 9:21a.m.

Rebekah Ardis, Scribe

NEXT MEETING

Wednesday, March 25, 2020 at 8:00am

Rock Hill/York County Airport

550 Airport Rd, Rock Hill, SC 29732