

Rock Hill/York County CVB Board of Commissioners Meeting
LaQuinta Inn & Suites – Rock Hill
February 24, 2021 | 8:00am

MINUTES

PRESENT: David Angel, Denise Cubbedge, Amy Gonzalez, Sam Hall, Chip Hutchison, Shea Maple, David Roberts, Caitlin Rogers, Brown Simpson, Lamar Thompson, and Mark VanSickle

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

GUEST: Laurie Helms

CALL TO ORDER: Denise Cubbedge called the meeting to order at 8:04am.

APPROVAL OF MINUTES: Minutes from the January 27, 2021 meeting were included within OnBoard's meeting documents for review and approval. Brown Simpson made a motion to approve the meeting minutes; Caitlin Rogers seconded the motion. All were in favor.

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

Public:

Income:

- Grant reimbursements are being compiled for next request for SCPRT & RH A-tax. SCPRT is a 50/50 matching grant and RH A-tax is a 70% reimbursement. SCPRT's grant has very complicated guidelines but should see more reimbursements as we come into the warmer months.
- We received \$56k (not showing on P&L yet) from Fort Mill A-Tax's 2019-2020 collections. They are on an Oct-Sept fiscal year and previously, we were receiving our 30% allocation almost a year after they received it from the state. Going forward we will forecast what our state allocations from Fort Mill's A-Tax.

Expenses:

- *8280-Database Management System:* As we discussed last month, the majority of this line items is our Customer Relations Management (CRM)—back end of the website—and a one-time annual bill.
- *8144-Meter Postage:* High but a good thing due to request of the Destination Guide. Also, with the change in size the postage increased but we are viewing this as a necessity—like gas for the car. We are excited to get the guides out and know there will be an increase in postage.
- *8275-Vizzy:* We purchased a retractable awning to have installed on Vizzy for when we are able to be at events.

Private:

Income:

- *5810-Miscellaneous Income:* This is the transfer of funds from Savings Account to Private Account to assist with 2nd payment of \$150,000 partnership due to City of Rock Hill PRT. This money will be put back into our savings account upon receipt of the DMF revenue. (Cash flow over the winter months has been a bit of a struggle with our Preferred Hotels.)

Expenses:

- Not much to report on the expense side this month.
- *8334-Recruitment/Event & Meeting:* Andy is still having events cancel due to Covid-19 and/or he is having to adjust the dollar assistance we provide due to smaller capacity limits. Sports tourism is still our saving grace but definitely still not like a normal year.
- *8331-Recruitment/Media:* Media Recruitment has been huge with Travel Writers and Social Media Influencers.

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

CEO REPORT: *Board Update:* Two seats still vacant—District 4 and an At-Large. *Presentations:* Presented to Fort Mill Economic Partners for the first time. *Conferences:* Attended SC Governor’s Conference on Tourism and Travel in Columbia. Brianna was the Master of Ceremonies for the conference. It was discussed that York County is at the top in the state, along with Myrtle Beach and Aiken, because of sports tourism.

VISIT YORK COUNTY TOURISM DASHBOARD: Elizabeth presented this month’s Board Dashboard report. She analyzed the progress on staff’s annual goals, hotel performance and DMF figures from January 2021. Discussion on York County gaining events during Covid-19 due to North Carolina being closed.

EXECUTIVE SESSION TO APPROVE PRESIDENT/CEO COMPENSATION: Motion to move to executive session was made by Brown Simpson; seconded by David Roberts. All were in favor.

MATTERS FOR CONSIDERATION FOLLOWING EXECUTIVE SESSION: Skipped over due to completing during Executive Session.

NEW BUSINESS:

- A. Approval of Renewal of CD at Family Trust:** Billy mentioned we have a 12 month certificate as part of our reserve fund that will mature at end of the month. Need a vote from board on the Executive Committee’s recommendation to renew the CD for another 12 months. Brown Simpson recused himself from vote. All were in favor of the renewal.
- B. Presentation/Approval of 2021-2022 Budget:** Billy presented a breakdown of the Private Funding Budget to the board. The private account is based off of where the revenue comes from...all money that is not government/tax money. Billy then presented a breakdown of the Public Funding Budget, which is all tax dollars. As a reminder, the two budgets that are presented will be reworked and brought back for final board approval in June or once all revenue dollars are confirmed. These budgets come as a recommendation from the Executive Committee. Vote was taken and all were in favor.

COMMISSIONER COMMENTS: David Angel mentioned that Billy and John Taylor did a great job during the Straight Talk interview regarding the City of Rock Hill PRT and Visit York County’s partnership. Brown Simpson thanked the staff for their hard work on a daily basis. Chip Hutchison said it was refreshing to be on a non-profit board and to see such professionalism of the board and staff.

ADJOURNMENT: Denise called for a motion to adjourn. David Angel made a motion to adjourn and Amy Gonzalez seconded. All were in favor. Meeting was adjourned at 9:35am.

Rebekah Ardis, Scribe