

**Rock Hill/York County CVB Board of Commissioners**  
**Rock Hill/York County Airport**  
**January 22, 2020 | 8:00am**

**MINUTES**

**PRESENT:** Billy Bolin, Andrea Cooper, Denise Cubbedge, Joanna DiPastena, David Grigg, Laurie Helms, Dan Holmes, Ron Miller, Cortney Peterson, Strauss Moore Shiple, and Brown Simpson

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

**GUEST:** N/A

**CALL TO ORDER:** Laurie Helms called the meeting to order at 8:03a.m.

**INTRODUCTION OF NEW BOARD MEMBER:** Cortney Peterson was introduced as our new board commissioner. She is the Director of Sales at the Hampton Inn in Rock Hill.

**APPROVAL OF MINUTES:** Minutes from the December 4, 2019 meeting, which were included within the packets and emailed prior, were up for approval. Strauss Moore Shiple made a motion to approve the meeting minutes; David Grigg seconded the motion. All were in favor.

**TREASURER'S REPORT:** Denise Cubbedge presented the P&L to the board. *Earned Revenues:* 5491-*Corporate Sponsorship:* Consists of YoCo Taste Trail sponsorship with US Foods. 5506-*SCPRT Tourism Advertising Grant:* majority of the reimbursement grant will come in the Spring. Billy and Rebekah will be invoicing/communicating with the municipalities regarding the hospitality tax allocations. 5600-*Destination Marketing Fee Program:* With 8 hotels participating it is continuing to trend higher than budgeted. *Expenses:* 8125-*Insurance:* Slight increase to policy to include interns when on premise. 8180-*Books/Subscriptions:* Higher than normal due to Economic Impact Calculator's late invoicing (\$2,200). 8210-*Visitors Services/Destination Guide:* Over budget due to us covering the DMF hotel ads as part of the program (\$11,800) since it was going to be loss sales revenue for the ad agency. 8505-*Printing & Design/Website Design Time:* Majority of budgeted funds are for CMS (content mgmt. system/back-end of the website) annual expenses. 8640-*Tradeshow/Booth Display:* Overage is due to creation of 6 new promotional banners. 8701-*Board Operations-Credit Card Expense Holding:* This is a new account code for credit card expenses. This will give Rebekah a holding place for expenses while staff is gathering receipts. Once receipts are given, they will be recoded into proper account line. 8700-*Board Operations:* Overage due to implementing our new online board portal-OnBoard (approx. \$5,000). Motion to approve the Financial Statement was made by Billy Bolin; seconded by Ron Miller. All were in favor.

**2018-2019 AUDIT REPORT:** Charlie Redfern presented the 'Audited Financial Statements from July 1,2018-June 30, 2019.' The financial statements presented fairly and as an unqualified opinion. He also presented the 'Auditor's Communication To Those Charged with Governance,' which is to inform the board of matters involving the internal control structure and other management suggestions to assist in fulfilling governance duties and responsibilities.

**CVB UPDATE:**

**President/CEO's Report:** Billy filled the board in that Sonja had accepting a new position with US Bank. He thanked her for the almost 13 years of service. The search for a Communications Manager has begun and hoping to have someone in place in March. Brianna is now the VP of Marketing & Communications. The Communications Manager will work directly with her. *DMF Update:* Currently have 8<sup>th</sup> DMF hotels and the revenue collected is allowing us to put more money in additional events and marketing. *YoCo Taste Trail:* Had a great turn-out for announcement at US Foods and currently have over 500 people on the Taste Trail. *Battle at the Rock:* Tremendous success for year 2. *MLK Holiday Basketball Showcase:* Local teams and fortunately was able to be at the Rock Hill Sports & Event Center. It was a great event. *NCAA College Basketball Academy:* Logistical

meetings have started with City of Rock Hill PRT and Winthrop for the July event. *Budget Work:* Starting budget workshops with staff. *County Council:* Quarterly Update Presentation will be February 3<sup>rd</sup>. *Travel:* Billy, Jenny & Brianna will be attending SC Governor's Conference on Travel & Tourism will be February 16-19 in Myrtle Beach.

#### **OTHER/NEW BUSINESS:**

**Strategic Plan Update:** Billy mentioned that the staff has met twice and is creating goals that are accomplishable. The 3-Year Strategic Plan will be presented to the board in February or March to adopt.

**Board Vacancies:** Billy noted that Cortney has filled one of our vacancies but have one more with the departure of Matt Martin. New vacancy position will be an At-Large position. The end of December will result in 5 new board vacancies (3 of which are designated positions).

**Introduction to OnBoard:** Staff has provided a one-sheeter for introductory instructions. Username & Password will be emailed. Billy encouraged the board to log-in and explore the content that is already included in the portal. February's meeting will not have a paper board packet...everything will be on screen during the meeting, as well as included in the portal prior to the meeting. Reach out to Rebekah if there are any questions regarding OnBoard.

#### **EXECUTIVE SESSION:**

**Potential Partnership with City of Rock Hill:** Dan Holmes made a motion to go into Executive Session to discuss the potential partnership with the City of Rock Hill. Strauss Moore Shiple seconded the motion.

#### **MATTERS FOR CONSIDERATION FOLLOWING EXECUTIVE SESSION:**

Upon conclusion of Executive Session, Laurie Helms called for a vote for a potential partnership with the City of Rock Hill. All were in favor.

**COMMISSIONERS COMMENTS:** Andrea Cooper asked if staff was on board with the potential partnership. Billy mentioned that staff has been involved from the beginning of the discussion. Laurie and Billy mentioned that this should be kept on the downlow until the City of Rock Hill Council is aware. Billy plans to have more information regarding the partnership at the February meeting.

**ADJOURNMENT:** Laurie Helms adjourned the meeting at 9:18a.m.

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Rebekah Ardis, Scribe

#### **NEXT MEETING**

**Wednesday, February 26, 2020 at 8:00am**

Rock Hill/York County Airport

550 Airport Rd, Rock Hill, SC 29732