

Rock Hill/York County CVB Board of Commissioners Meeting
Staybridge Suites – Rock Hill
January 27, 2021 | 8:00am

MINUTES

PRESENT: Amy Gonzalez, David Angel, Denise Cubbedge, Sam Hall, Chip Hutchison, Cortney Peterson, David Roberts, Tommy Schmolze, Lamar Thompson, and Mark VanSickle

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

GUEST: N/A

CALL TO ORDER: Denise Cubbedge called the meeting to order at 8:05am.

INTRODUCTIONS OF BOARD MEMBERS AND STAFF: With several new board members and a new staff member, Denise asked everyone to introduce themselves.

APPROVAL OF MINUTES: Minutes from the December 9, 2020 meeting were included within OnBoard's meeting documents for review and approval. David Roberts made a motion to approve the meeting minutes; David Angel seconded the motion. All were in favor.

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

Public:

Income:

- Grant reimbursements were submitted to funding sources and all but one has been received. Still awaiting reimbursement from the state for the Tourism Advertising Grant.
- *5202-STAR (Sports Tourism Advertising & Recruitment) Grant:* Andy has completed reimbursement paperwork to state for \$2,500 from the Payne Boxing event.
- *5491-Corporate Sponsorship:* This is negative is from the merchant fees associated with process credit card payment. The income 5491 and expenses are a wash.

Expenses:

- *8171-New Equipment:* Over budget due to our QuickBooks software was outdated, as well as needing to purchase office furniture and computer for additional employee.
- *8280-Database Management System:* Our Customer Relations Management (CRM) agreement was just sign...this is the majority of this line item.
- *8242-YoCo Taste Trail:* Since I'm not able to process credit cards through our private QuickBooks account, \$7,500 of this is the check to ourselves for it to be deposited into the private account.

Private:

Income:

- *5700-Destination Marketing Fee:* October collections were invoiced at \$30,838 and payments are starting to come in. Allison is gathering data from hotels for Rebekah to invoice the Preferred Hotels for November's collections.

Expenses:

- *7200-Salaries & Related Expenses:* In order to keep related revenues and expenses together, we have shifted the salary and related expenses of Mallory (Corporate Revenue) & Allison (DMF Revenue) into the Private Account budget. Rebekah will be going back through the payroll reports and making the adjustments to follow suit.

After Tommy's report, Billy went through additional explanation of why we have a public budget and private budget and how it's split. David Angel asked about involvement with York County Sports Hall of Fame. Billy informed him that Visit York County now handles the management of organization and finances. David also asked about how they as board members should interact with the County Council and staff. Billy broke down how Visit

York County operates and is governed. He also went into detail about the partnership with the City of Rock Hill PRT. Motion to approve the Treasurer's Report was made by Amy Gonzalez; seconded by David Roberts. All were in favor.

CEO REPORT: *DMF:* 23 hotels participating and will be hosting the quarterly hotel meeting tomorrow. *Board Update:* Two seats still vacant—District 4 and an At-Large. *YoCo Taste Trail* launched in January. 15 restaurants throughout the county. *Hosted BATR-Girls & MLK Showcase:* MLK Showcase was held at Clover High School and had lots of cancellation and changes due to Covid-19. *River Outfitters:* Andy and Mallory are working on an operational plan for tubing on the Catawba River. They have been working with municipalities, Duke Energy, etc. to have an outfitter organization on the river during the summer. *Cross Country:* Andy is working with the County and Coach Paxton at Winthrop for a competitive cross country course at the Riverbend property. *FY22's Budget* is due to the County by February 26, 2021, so we will be presenting the budget at the next board meeting. *Hotel Accommodation Information:* Billy called on Elizabeth Shanaman discuss the 2020 Calendar Year End Report: Hotel Room Demand was at 14% lower than STLY. Occupancy: 48.3% down 22.6% YOY. ADR (Average Daily Room): \$72 down 17.5%. RevPar: \$35 down 36.2% YOY. Reminder that York County hotel inventory went up 11.2% YOY. Billy mentioned to the Board that there has been discussion of consolidation with the York County Regional Chamber of Commerce. The executive boards have meet but at this time the chamber is not sure of their direction they want to take with the retiring of their President, Rob Youngblood.

VISIT YORK COUNTY TOURISM DASHBOARD: Billy mentioned the dashboard is within OnBoard and is our monthly report card of where we are with our goals for the year.

PRESENTATION OF 2019-2020 AUDIT: Charlie Redfern stated that according to the Independent Auditor's Report, that this is an unqualified opinion and that everything looked good. He went over that as of June 30, 2020 our cash was up approximately \$77,000 and the total net assets increase about \$65,000. Breakdown of Revenues compared to previous year: SBA Disaster Relief Grant for \$9,000, Destination Marketing Fee is a primary source of revenue at over \$210,000 additional from last year. Events Income was significantly down because no events because of Covid-19. Net Assets Released from Restriction: York County Hospitality Tax decreased \$300,000. Overall, from revenue and expenses, we had an increase \$64,906. Went over the Revenues for Year Ending June 30, 2020 and were down from what was budgeted of \$5,882. Discussed the Expenses for Year Ending June 30, 2020 and the primary expenses that were down was paid media and sporting events, which makes since with the year of Covid-19. Charlie then went over the Auditor Communications to those Charged with Governance. As in the past, the staff is not large enough to have separation of duties and that there is no CPA on staff. He did not run into any problems while conducting the audit. Chip Hutchison commended staff for their efforts during the challenges of the year. There were questions for Charlie from the Board Members.

After the audit was present, Billy was asked how the staff went into a full support mode when Covid-19 hit. We created a comprehensive listing of restaurants that were offering curbside, family meals, open/closed, etc. Received over 30,000 page views. 2 or 3 webinars, direct communications/liaison for partners with weekly emails of SC guidelines and national information. Media alerts and set interviews for some of the local attractions, WCCB now has weekly segments with Cultural & Heritage Museums.

NEW BUSINESS: Since Dan Holmes had to resign from the CVB Board, a new executive committee slate was up for approval from the board. It was presented as:

Denise Cubbedge, Chair; Brown Simpson, Vice-Chair; Tommy Schmolze, Treasurer; Cortney Peterson-Secretary; David Roberts, Past Chair.

A motion was made to accept the new slate by David Angel and seconded by Chip Hutchison. All were in favor.

COMMISSIONER COMMENTS: David Roberts mentioned that he was excited to work with the new board members. David Angel mentioned he is excited to be a part of the organization that supports the community as it appears this organization does. Billy mentioned that Chip Hutchison will soon be able to give some private tours to the staff and the board of the Carolina Panthers' Headquarters so be on the lookout.

ADJOURNMENT: Denise called for a motion to adjourn. David Angel made a motion to adjourn and David Roberts seconded. All were in favor. Meeting was adjourned at 9:12am.

Rebekah Ardis, Scribe