

Rock Hill/York County CVB Board of Commissioners Meeting
York County/Rock Hill Airport
January 25th, 2023 | 8:00 am

MINUTES

PRESENT: Brown Simpson, Chip Hutchison, Cortney Peterson, Amy Gonzalez (Zoom), Denise Cubbedge (Zoom), Lisa Mosely, David Angel, Laurie Helms, Shea Maple, Elizabeth Bowers, Lamar Thompson, Kim Smith (w/ Burkett CBAs for audit presentation)

STAFF: Andy Clinton, Kaylin Dettman, Allison Cleveland, Jordan McCraw, Mallory Snyder, Ben Neiconi, Ben Paxton

CALL TO ORDER: Cortney Peterson called the meeting to order at 8:00 am

VISIT YORK COUNTY AUDIT: Kim Smith from Burkett CBAs presented the audit for VYC. This was their first presentation of VYC's audit; therefore Kim went into detail about the previous audits and what has changed from previous years. Comp rooms through the DMF program will now be listed as in-kind donations for more transparency regarding VYC's funding & budget. VYC had a positive change in net assets including net cash assets from 2021 to 2022. Depreciation was a line item in the budget also added that was not in previous audits. Kim recommended changing some of our financial policies regarding VYC's check signing procedures. With VYC's current policy, checks cannot be signed and delivered until the board treasurer signs them. Kim suggested using a dollar amount threshold to allow VYC to run day to day operations more consistently while also ensuring there is dual signatures for checks from VYC staff and the treasurer. Motion to approve was made by David Angel, seconded by Brown Simpson.

APPROVAL OF MINUTES & ENTIRE CONSENT AGENDA: Minutes from the Nov/Dec meeting were emailed prior to the meeting for review and approval. David Angel made a motion to approve, Brown Simpson seconded the motion.

TREASURER REPORT: Chip Hutchison has been working with staff regarding the recommendations from Kim Smith with our financial policies. Chip explained to the board the credit card mistake VYC's bank made and how Andrew Vinson has been handling it. Regarding the P&L, some budget items are overbudget. Because of Andy Clinton being conservative creating our budget, VYC has collected more revenues than budgeted that can be allocated to different expense budgets that may be overbudget. The 2nd payment of the RHPRT Partnership was paid as well. The treasurer report was motioned to be approved by David Angel, seconded by Shea Maple.

CEO REPORT: VYC created a "Visit York County 101" folder for all board members that included a social media policy, confidential policy, and a conflict of interest policy. VYC also highlighted a post on social media regarding "What's new in 2023 in York County". It was a blog post highlighting all the new restaurants and businesses that have recently opened and are scheduled to open soon in York County. It has hundreds of shares and is one of the best yearly posts for VYC. The board voted on the financial policy updates regarding credit card payments, ACH payments, and a dollar threshold to not need a board member to sign off a check. All of these were recommended as stated before by Kim Smith in the audit presentation. A motion was made to approve by Elizabeth Bowers, seconded by Shea Maple. The at-large board seat is still open and VYC is looking at including another hotelier because of the DMF impact on

VYC's budget. Andy also explained to the board our latest staff update. Kaylin Dettman has returned from her maternity leave and Ben Neiconi has accepted a job offer with FMPRT with Brown Simpson. VYC is very excited and proud to have had Ben start as an intern and complete contract work while Kaylin was out on maternity leave.

EVENT RECRUITMENT: Ben Paxton from Winthrop University showed 4 events that he is working and meeting with to bring to York County regarding track & field and cross country races in 2023 and beyond. USATF is thinking of making Winthrop University their permanent host site for the USATF Junior Olympics which was a top event for the county in 2022.

NEW BUSINESS: VYC is looking to update their marketing strategies. With that being said, digital kiosks that integrate to our website are being looked at to have at events instead of our mobile visitors van "Vizzy". Andy Clinton & Mallory Snyder explained to the board that these kiosks would be able to help gather more data and demographics from the events in the county. The board made a motion to sell "Vizzy" and move towards the digital kiosks marketing. The motion to approve was made by David Angel, seconded by Brown Simpson. Andy Clinton presented the board with the Brewery Legislative Roundtable on Thursday, January 26th and the VYC Annual Meeting with a save the date coming out soon.

FINAL COMMENTS: Laurie Helms told the board and staff that the packets given out were appreciated. Within that packet was an economic impact sheet regarding 2022 and Laurie wanted to offer some RHPRT staff members to attend future VYC board meetings to help shed some light on their event recruitment.

ADJOURNMENT: Cortney Peterson adjourned the meeting at 9:17 am

Jordan McCraw, Scribe