

**Rock Hill/York County CVB Board of Commissioners**  
**Rock Hill/York County Airport**  
**July 31, 2019 | 8:00am**

**MINUTES**

**PRESENT:** Billy Bolin, Andrea Cooper, JoAnna DiPastena, David Grigg, Laurie Helms, Matthew Martin, David Roberts, Caitlin Rogers, and Brown Simpson

**STAFF:** Rebekah Ardis, Sonja Burris, Andy Clinton, Billy Dunlap, Brianna Francis, and Jenny Waller

**GUEST:** N/A

**CALL TO ORDER:** David Roberts called the meeting to order at 8:05am.

**APPROVAL OF MINUTES:** Minutes from the June 26, 2019 meeting, which were included within the packets and sent out prior, were up for approval. David Grigg made a motion to approve the meeting minutes; Brown Simpson seconded the motion. All were in favor.

**TREASURER'S REPORT:** Rebekah Ardis reported in Dan Holmes' absence. This is the last P&L for the fiscal year prior to audit adjustments being made. *Earned Revenues: 5506-SCPRT Tourism Advertising Grant:* We should be gaining an additional revenue of \$30,268.57 from SCPRT for TAG reimbursements that were collected after June 30<sup>th</sup>. *5517-York Hospitality Tax:* Did not collect the funds due to them being on an October fiscal year. *8150-Office Mileage/Expenses:* Some concern from Executive Committee regarding overage but it is actually under budget at 93.5%. Rebekah reported that she uses that code as a placeholder for credit card charges until receipts are collected from staff. Ended up with \$5,144 as the spent amount. *8220-Visitor Profile & Research:* Overage is due to \$19,600 of those expenses were paid to Berkeley Young with Young Strategies for the Strategic Planning work instead of using funds from savings account. *8230-Partners In Tourism/Expenses:* Due to the revenue collected, they rolled over \$7,790.99 of unutilized funds into FY20 per their executive board. *8329-Event Expense/Cross County:* Reminder that we received \$28,500 from NCAA for reimbursement of hosting their Cross Country Championship. *8575-Advertising/Leisure:* Overspent in account line due to incorrectly budgeting, we had to increase our advertising spend in order to receive proper reimbursement from SCPRT's TAG. Lastly, Rebekah reported that any overage at the end of the month will be utilized to pay back ourselves for Vizzy. Motion to approve the Financial Statement was made by Laurie Helms; seconded by David Grigg. All were in favor.

**CVB UPDATE:**

**President/CEO's Report:** Billy mentioned that we have been conducting the annual municipal presentations. Billy presented in Clover in June, York on July 2<sup>nd</sup>, and Sonja presented in Tega Cay on July 15<sup>th</sup>. Working with Fort Mill to schedule. *York County Accommodations Tax:* We are about \$70,000 short of what we asked for but \$30,000 more than we have had in the past. Hoping to be fully funded with them next year. *FY20 Initiatives:* Billy reviewed the initiatives we started in FY19 and explained some new initiatives he wants us to focus on implementing in FY20. *Strategic Planning Update:* Survey has been sent out to about 300 and about 50 have been completed. Next board meeting will be the workshop at the Hilton Garden Inn. *Travel Plans:* US Travel's ESTO (Educational Seminar) in Austin, TX will be in August. *Audit:* Process has begun. *Annual Report:* Billy mentioned that staff is working on Annual Report for FY19 and when combining sports, group sales, leisure travel, weddings, family reunion, etc. the economic impact from events that we assisted/involved with in York County for FY19 was \$38,364,035. The board discussed how we came up with that number and how we are able to justify it by utilizing the Destinations International's Economic Impact calculator.

**Marketing/Communications Report:** Sonja reported that June was a busy month. *Ag+Art Tour* was held over two successful weekends and had over 6,000 visitors. Still waiting on the overall statewide attendance numbers. *Juneteenth Rock Hill:* Handled the marketing and publicity appearances and generated over 10 articles. *Visitor*

*Guide:* Work on the new guide is underway. Major change this year is that it will now be the York County Destination Guide instead of the York County Visitor Guide. This will give local residents buy-in to the guide. Advertisements will wrap on August 9<sup>th</sup> and should be in our hands second week in September. Also mentioned that she's working with staff on the Annual Report, which will be presented at the Annual Meeting on September 26<sup>th</sup> at Southern Charm Events in Rock Hill.

**Digital Communications Report:** Brianna reported that she's going to be turning in an article each month for the YC Magazine that will correspond with the Road Trip York County videos. July was about golf and August will be 5 Activities You Can Do on The Water. *Mobile App:* Downloads continue to soar—207 downloads during FBU weekend and more than 4,000 app downloads during the year. *Website:* Simpleview will be doing a redesign of the website after some issues were discussed so that should be coming soon. Website numbers dropped a little as we were trying to figure out how to make sure our SEO/Google AdWords run seamlessly throughout the year and not have a lapse due to reimbursement procedures at the end of the fiscal year.

**Destination Services Report:** Destination Marketing Fee currently has 9 hotels in the program. One hotel never really got their program going and was removed and two of the hotels haven't come online yet. Total four months that has been invoiced is over \$100,000 with six properties reporting. Will start a Preferred Hotel Newsletter on a quarterly basis in October. *July Events:* USATF Junior Regional Championship: July 4-7<sup>th</sup> with 2,337 participants with estimated 2,700 room nights and \$1.6m in economic impact. Should be receiving about \$11,000 in state reimbursements from the STAR Grant to off-set the approximate \$35,000 in expenses. The following weekend was the 3-day FBU Top Gun Football Camp, which had 1,000 participants and wraps up the 3 year agreement with them for hosting the camp. Phenom Hoops Events: July 6<sup>th</sup> weekend—Champion Showcase had 100 teams, 1,500 room nights and \$960,000 in economic impact. And another event July 11<sup>th</sup> weekend—Summer Havoc Live had 130 teams, 2,700 room nights and \$1.6m in economic impact. We have identified 10 events where we can submit an application to receive reimbursements from the SCPRT's STAR grant and are estimating to receive around \$40,000 during the fiscal year.

**Sales Report:** Mentioned the announcement of the SIAC press conference for the 3 year agreement in hosting their Men & Women's Basketball and Volleyball Conference Championships. Andy & Brian Jones with City of Rock Hill travelled to Phoenix (Billy went to UConn) to check out the NCAA Basketball Academy—only 4 in the country and brings in top 600 players and every college coach. We were just awarded the North American Chinese Basketball Association's National Championship, which the lead came directly from a tradeshow. Currently working on FY21 events. SC Sports Alliance meeting is in Greenville August 15-16, 2019 and then tradeshow season starts in a couple months.

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

**Revised FY20 Budget:** Billy presented the revised FY20 budget. Since a lot has changed from April to July—mostly allocated revenues, Billy felt it necessary to come back to reapprove. David Grigg made a motion to approve the revised FY20 budget. Brown Simpson seconded the motion. All approved.

**FY20 Sales and Marketing Goals:** Billy presented the marketing and sale goals for the staff for FY20, which sets goals for staff incentives for the current fiscal year. Billy Bolin made a motion to approve the FY20 Sales and Marketing Goals. Caitlin Rogers seconded the motion. All were in favor.

**Social Media Policy:** This policy came out of executive committee for informational purposes at this meeting and will be voted on for adoption at next meeting. The Social Media Policy is for staff and board of commissioners. It lays out what your responsibilities are if you are communicating through the Visit York County social media platforms, if you are identifying yourself as Visit York County, or if you are representing Visit York County. The Social Media Policy governs the actions of staff and board of commissioners and provides responsibility guidelines. Billy Bolin mentioned it may be a good idea to have a progressive disciplinary action to go along with the policy. Billy Dunlap to get with Billy Bolin for those recommendations.

**COMMISSIONERS COMMENTS:** None were made.

**ADJOURNMENT:** David Roberts adjourned the meeting at 9:24a.m.

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Rebekah Ardis, Scribe

**NEXT MEETING**

**Wednesday, August 28, 2019 at 8:00am at the Hilton Garden Inn in Rock Hill**