

**Rock Hill/York County CVB Board of Commissioners**  
**Hilton Garden Inn**  
**July 22, 2020 | 8:00am**

**MINUTES**

**PRESENT:** Andrea Cooper, JoAnna DiPastena, David Grigg, Laurie Helms, Shea Maple, Ron Miller, David Roberts, Strauss Moore Shiple, and Brown Simpson

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

**GUEST:** N/A

**CALL TO ORDER:** Laurie Helms called the meeting to order at 8:07am.

**APPROVAL OF MINUTES:** Minutes from the June 24, 2020 meeting were included within OnBoard’s meeting documents for review and approval. Ron Miller made a motion to approve the meeting minutes; David Roberts seconded the motion. All were in favor.

**TREASURER’S REPORT:** Rebekah Ardis presented the P&L to the board and mentioned there is not anything to report since we are only 22 days into the new fiscal year. She reminded everyone that we will eventually have two P&Ls—Public vs. Private. Motion to approve the Treasurer’s Report was made by Brown Simpson; seconded by Andrea Cooper. All were in favor.

**CEO REPORT:** Billy Dunlap shared that he spoke with Tega Cay City Council for budget requests. He also spoke with *The Herald*, WRHI & CN2 regarding the York County restaurants who are participating in Palmetto Priority. *Staff:* Billy mentioned he has met with the staff regarding the sales and marketing goals for this fiscal year. *Meetings:* Billy had the opportunity to speak with the York County Tea Party. This gave him the chance to share who we are and how we are funded. David Roberts added that they honestly just did not know how we are funded. David Grigg asked what prompted the meeting, which was them watching the county council budget workshop where Billy presented. Billy then mentioned that the staff took a tour of the renovation project at Ebenezer Park and are very excited for completion. *Partnership:* Billy shared that the partnership with Rock Hill Parks, Recreation & Tourism (Rock Hill PRT) is going well and underway. *Destination Marketing Fee Program:* The DMF Program now includes 16 hotels. Collection of the fee has been suspended since March due to the effects of Covid-19 and will invoices will resume in August for July collections. Allison is now VP of Strategic Partnerships and will be handling the hotel program. Jenny will now pick up research and data, economic impact, mobile location data, etc. *Smith Travel Research:* Review of the Weekly STR Report:

<b>July 12-18, 2020 (same week year over year)</b>	
Carowinds Blvd: 43.1% (down 41%)	Cherry Rd: 56.3% (down 16%)
Dave Lyle Blvd: 56.3% (down 31%)	Hwy 160: 38.7% (corporate travel hoping to be back 4 <sup>th</sup> quarter)

Sports Tourism is driving the weekend business, for example there are five or six events this coming weekend with approximately 13,000 visitors coming into York County. We are seeing bigger and national events being cancelled/postponed but more regional and private organizations are fulfilling the weekends.

**MARKETING/COMMUNICATIONS REPORT:** Brianna Francis presented the new campaign “Reconnect” that Visit York County will be promoting. “Reconnect with Nature,” “Reconnect with Outdoors,” “Reconnect with History”—evergreen content that people can use all year long. She discussed the marketing objectives, shared a few of the pictures of the campaign ads and 15 second marketing videos. Brianna covered some of the digital/website statistics from July 2020 since working with Advance Travel and Tourism. Brianna also shared that

outside of Advance Travel and Tourism, we'll be conducting our own feeder ad campaigns that will run in Raleigh, Columbia, Greenville. She covered Local Awareness/Earned Media (coverage at no cost) from the Charlotte area that has been gained recently, and well as how we are working to convert sports tourism into leisure travelers.

**OTHER/NEW BUSINESS:**

**Approval of FY21 Sales/Marketing Goals:** Billy referenced the Sales & Marketing Goals for FY21 that were presented last month. These goals will be how the staff's performance is evaluated. Jenny will be working with the staff to compile a report on monthly goal progress, which will be kept within OnBoard. These goals come as a recommendation from the Executive Committee. Strauss made a motion to accept the Sales & Marketing Goals for FY21 and David Grigg seconded the motion. All were in favor.

**Creation of New Bank Accounts:** Billy shared the plan for movement of current funds in order to fund the new private accounts. The proposal to the board is to move \$100,000 from South State to the new Private Operating Account at Family Trust. We will also transfer current \$107,097 in Savings at Family Trust to the new Private Operating Account. We would then close the former savings account at Family Trust. Therefore, our bank accounts will look like the following:

Proposed Public Bank Accounts <i>South State Bank</i>		CDs <i>Family Trust Credit Union</i>	Proposed Private Bank Accounts <i>Family Trust Credit Union</i>		
<u>Operating</u>	<u>Savings</u>	<u>2 CDs</u>	<u>Operating</u>	<u>New Savings</u>	<u>Old Savings (Prime Share)</u>
\$298,748	\$79,689	\$311,195	\$207,097	Depends on minimum needed for opening	\$0
* Visa credit card to be used for Public budget expenses.		* No changes will be made.	* American Express credit card will be used for Private budget expenses.		

This proposal comes from the Executive Committee as a recommendation. David Roberts made a motion to accept the proposal on separating our bank accounts. Strauss Moore Shiple seconded the motion. Andrea Cooper asked if this will affect our audit. Billy said that we checked with Charlie Redfern at the beginning of the process and he said it should not affect anything. Ron Miller recused himself since he is an employee of Family Trust. Brown Simpson also recused himself as a Board Member of Family Trust. Vote was taken and all were in favor.

**COMMISSIONER COMMENTS:** David mentioned that he was impressed with the *The Herald's* article about Palmetto Priority linking back to Visit York County's website and mobile app.

**ADJOURNMENT:** Brown Simpson made a motion to adjourn and David Roberts seconded the motion. All were in favor. Laurie Helms adjourned the meeting at 9:06 am.

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Rebekah Ardis, Scribe