

Rock Hill/York County CVB Board of Commissioners Meeting
Rock Hill/York County Airport
July 28, 2021 | 8:00am

MINUTES

PRESENT: Denise Cubbedge, Amy Gonzalez, Chip Hutchison, Shea Maple, Lisa Moseley, Cortney Peterson, David Roberts, Caitlin Rogers, Brown Simpson, and Mark VanSickle

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

GUEST: Brandon Guffey, District 6 Councilmember

CALL TO ORDER: Denise Cubbedge called the meeting to order at 8:02am.

APPROVAL OF MINUTES: Minutes from the June 30, 2021 meeting were included within OnBoard's meeting documents for review and approval. Brown Simpson made a motion to approve the meeting minutes; David Roberts seconded the motion. No discussion. All were in favor.

TREASURER'S REPORT: Billy Dunlap presented the end of year P&Ls for the Public and Private accounts to the board. Audit adjustments will be made after the audit is complete, which is usually in January.

Public:

- *5102: Fort Mill Accommodations Tax:* Higher than normal because it is a 2 year collection since we were budgeting the actual collections instead of forecasting for the year.
- *5105: York Accommodations Tax:* Same as Fort Mill
- Overall, we're \$44,724 in the black.

Private:

- \$287,851 in the black.
- The above dollars will be used as retained earnings for FY22, in addition to some savings.

Motion to approve the Treasurer's Report was made by David Roberts; seconded by Chip Hutchison. All were in favor.

CEO REPORT: Billy mentioned that staff has spent the last few weeks finalizing the year and thanked the staff for all their hard work in a difficult year. *DMF Update:* Billy mentioned we have 25 hotels in partnership and June collections set a record at \$82,000. Ended the year with approximately \$551,000 and we had \$425,000 budgeted. Additional hotel discussion about future trends and construction pipeline of additional hotels. *Meetings:* Met with Dean Faile and looking forward to working collaboratively on a few things. *Riverbend:* Andy has been working on developing a Cross Country course to host large meets with approximately 2,000-3,000 athletes starting Fall 2022. *Board Update:* One seat vacant—District 4, which is Bump Roddey. *Other Staff News:* Billy attended Destinations International Annual Conference last week. Staff will be hosting our Quarterly Hotel Meeting tomorrow and we have finalized contract with Symphony for data and market analysis information.

NEW BUSINESS:

- A. Update on Future of Visit York County:** Billy discussed the nuts and bolts of where we are and how we have gotten to where we are today. He mentioned upcoming County and City Council meetings where there is to be discussion of the proposal the board sent to County and City managements. Billy went into detail about what he believes would happen if we changed our course, as well as if we were to stay the course. There was discussion amongst the board and concerns of still being able to promote everyone in the county was brought up. Ended the discussion by going around the room and with everyone, including the staff, voicing concerns and opinions about the direction Visit York County should take. The decision to continue the original course of merging with the City of Rock Hill's Park, Recreation & Tourism department was made 9-1 with David Roberts opposing. Since no change was

needing to be made in the original letter/proposal to County Council, no further action was taken. Brandon Guffey spoke from the County Council perspective and asked what can he/we do to help with moving the path forward.

COMMISSIONER COMMENTS: N/A

ADJOURNMENT: Motion to adjourn was made by David Roberts; seconded by Brown Simpson. Meeting was adjourned at 9:38am.

Rebekah Ardis, Scribe