

**Rock Hill/York County CVB Board of Commissioners Meeting**  
**York County/Rock Hill Airport**  
**July 27th, 2022 | 8:00am**

**MINUTES**

**PRESENT:** Courtney Peterson, Shea Maple, Caitlin Rogers, Laurie Helms, Brown Simpson, Mark Vansickle, David Roberts, Denise Cubbedge (ZOOM), Lisa Mosely, David Angel, Amy Gonzalez (TEAMS), Chris Clouden (Guest)

**STAFF:** Allison Cleveland, Andy Clinton, Kaylin Dettman, Andrew Vinson, and Mallory Snyder

**CALL TO ORDER:** Brown Simpson called the meeting to order at 8:00am

**APPROVAL OF MINUTES:** Minutes from the June 22<sup>nd</sup> meeting were emailed prior to the meeting for review and approval. David Roberts made a motion to approve the meeting minutes; Shea Maple seconded the motion. No discussion. All were in favor.

**TREASURER'S REPORT:** Treasurer Amy Gonzalez reported the updated P&L. Amy informed the staff of this being the last P&L of this fiscal year. Amy updated the staff of the finishing totals for the budget while also explaining the operating and savings account totals.

**DESTINATION MARKETING FEE UPDATE:** Allison Cleveland informed the board with a graph for estimated collections for the month of May along with collections that are past due. She compared this summer period to the previous year showing the growth overall. Allison also presented a STR report showing occupancy percentage, average daily rate, and room nights which showed major growth.

**CEO REPORT:** Andy Clinton introduced Andrew Vinson to the board as the new VP of Finance & Administration. Mallory Snyder also received the 30 under 30 reward with Destinations International which is great for our staff as a whole. Andy explained the new state grant called the Emerging Destinations Grant that Visit York County was awarded with. Andy also showed the board that we are switching audit companies. The Rock Hill PRT Partnership agreement was updated and is still being worked on to figure out the best roles for both sides of the partnership.

**NEW BUSINESS:** Mallory presented the YoCo Taste Trail Week sponsored by US Foods with all of the menus and details associated with that. Kaylin explained her recent blog posts and different content creations. The Switchback YoCo Beer won an award with all of the brew trail breweries with Amor Artis and Slow Play partnering together. Andy also previewed the Turf Kings Football event coming next month which is a great event to be a part of for our staff including the board.

**STRATEGIC PLAN:** Chris explained the new strategic plan and how it will be flexible with our staff and board. He went into detail on what was changed from the previous strategic plan and how it better fits the current dynamic of the Visit York County staff.

**COMMISSIONER COMMENTS:** David Roberts expressed how happy the board and staff were that David Angel was in good health.

**ADJOURNMENT:** Brown Simpson adjourned the meeting at 9:17am

Jordan McCraw, Scribe