

**Rock Hill/York County CVB Board of Commissioners**  
**Rock Hill/York County Airport**  
**June 26, 2019 | 8:00am**

**MINUTES**

**PRESENT:** Denise Cubbedge, JoAnna DiPastena, Laurie Helms, Dan Holmes, Jason LaBarge, Matthew Martin, Ron Miller, Strauss Moore Shiple, David Roberts, and Caitlin Rogers

**STAFF:** Rebekah Ardis, Allison Cleveland, Andy Clinton and Billy Dunlap

**GUEST:** N/A

**CALL TO ORDER:** David Roberts called the meeting to order at 8:00am.

David Roberts started the meeting with an update on a recent meeting with Paul Anderko, President of Reaganites of York County. He requested a meeting after a discussion from Kevin Madden. Billy, Rebekah and David met with him and updated him on the policies and procedures of Visit York County. After the meeting, Paul was supportive of Visit York County and will advocate for Visit York County's funding.

**APPROVAL OF MINUTES:** Minutes from the May 22, 2019 meeting, which were included within the packets and sent out prior, were up for approval. Strauss Moore Shiple made a motion to approve the meeting minutes; Jason LaBarge seconded the motion. All were in favor.

**TREASURER'S REPORT:** Dan Holmes reported this is the last meeting before the end of the fiscal year. *Earned Revenues:* 5506-SCPRT Tourism Advertising Grant: We should be gaining an additional revenue of \$27,830 from SCPRT for TAG reimbursements. 5600-Destination Marketing Fee Revenue: The P&L is showing collection from hotels for 2 months. 7200-Salaries & Related Expenses: Still have about 1.5 more payroll and retirement to process, which will be approximately \$28,000. 8320-Event Expenses: Approximately another \$28,000 still to pay out. Any overage at the end of the month will be utilized to pay back ourselves for Vizzy and to pay Young Strategies (\$20,000) for the Strategic Plan work. Motion to approve the Financial Statement was made by Joanna DiPastena; seconded by Denise Cubbedge. All were in favor.

**CVB UPDATE:**

**President/CEO's Report:** Billy started by mentioning that the staff's goals were included in the packets. *DMF Update:* DMF now has benefits set up with website and mobile app. We have 10 hotels in the program. *Municipal Presentations:* Clover Town Council presentation will be on 6/10<sup>th</sup>; York City Council on 7/2<sup>nd</sup>; Tega Cay City Council on 7/15<sup>th</sup>; and currently working to present to Fort Mill Town Council. *York County Accommodations Tax:* Approximately \$70,000 less than our request. We have support on county council for our ask but waiting for the recommendation to come to council from the Accommodation Tax Committee. It is supposed to be discussed July 15<sup>th</sup>. *Strategic Plan:* In process and next step will be the survey to approximately 300 community and industry stakeholders. *Travel:* Billy will be attending the Destinations International Annual Meeting from 7/22-26/19. We have placed a bid on the NCAA Basketball Academy. They have been on site visits in York County and have now invited Billy, Andy, and Brian Jones (City of Rock Hill PRT) to attend 2 days of camps at Illinois, Houston, Grand Canyon, UConn Universities the last week of July. Ron Miller asked how partnership with the City of Rock Hill is after starting the DMF program. Billy reported that 7 of the 10 hotels are in the Rock Hill city limits and that there is an understanding and they seem to be supportive of it. They have funded us more in Accommodations Tax this year and continue to remind them (and the hotels) that whatever is collected within the program will be reinstated back to the city for additional events and room nights. Visit York County's Annual Meeting will be September 26<sup>th</sup> at Southern Charm Events in Rock Hill.

## **OTHER/NEW BUSINESS:**

**Revised FY20 Budget:** Billy would like to start implementing a revision and reapproval of the budget in July due to changes that happen between April/May (when originally approved) and July when we find out funding figures. After it has been adjusted, staff will bring the budget back to the board for reapproval.

**FY20 Sales and Marketing Goals:** Billy reported that he will present the FY20 Sales and Marketing Goals to the board next month for approval.

**July 2019 Board Meeting:** Due to travel plans for Destinations International Annual Meeting and NCAA Basketball Academy trip, Billy would like to move the full board meeting to July 31<sup>st</sup> instead of July 24<sup>th</sup> as originally scheduled. The Executive Board meeting will remain on July 19<sup>th</sup>.

**EXECUTIVE SESSION:** David Roberts dismissed staff for Executive Session to discuss the Performance Review of the President/CEO at 8:30am.

**MATTERS FOR CONSIDERATION FOLLOWING EXECUTIVE SESSION:** David Roberts called staff back into meeting at 9:00am. David reported the following two items:

“Billy Dunlap review by the Visit York County Board: On June 14, 2019 the board reviewed the survey that the board and staff submitted online. The review consisted of 10 questions with the ability to provide written responses as well. The overall score of the survey was 4.67 out of 5.0. The Executive Committee recommend a favorable review for our CEO. The Executive Committee recommends the CEO disburse the funds available in the incentive program by June 30, 2019 at his discretion. Our full board voted to pass this recommendation. Therefore, this recommendation has passed.”

“Last fiscal year the staff was reorganized and everyone’s compensation was adjusted within the budget with the exception of the President/CEO. The staff, with the exception of the President/CEO, also received a disbursement from the incentive program last fiscal year. For FY19 all staff will receive the disbursement from the incentive program for reaching their sales and marketing goals. The board recently conducted a performance review of the President/CEO with the help of all board members and staff. Based on his positive performance review, the board made a motion that would give the President/CEO a compensation increase of 6% effective July 1, 2019.”

**COMMISSIONERS COMMENTS:** David opened floor for comments. None were made. Motion to adjourn by Denise Cubbedge; seconded by Caitlin Rogers. All were in favor.

**ADJOURNMENT:** David Roberts adjourned the meeting at 9:02a.m.

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Rebekah Ardis, Scribe

## **NEXT MEETING**

**Wednesday, July 31, 2019 at 8:00am at the Rock Hill/York County Airport**