

**Rock Hill/York County CVB Board of Commissioners Meeting**  
**Cambria Hotel – Rock Hill**  
**March 24, 2021 | 8:00am**

**MINUTES**

**PRESENT:** David Angel, Denise Cubbedge, Amy Gonzalez, Shea Maple, Cortney Peterson, David Roberts, Caitlin Rogers, Tommy Schmolze, Lamar Thompson, and Mark VanSickle

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

**GUEST:** Laurie Helms

**CALL TO ORDER:** Denise Cubbedge called the meeting to order at 8:08am.

**APPROVAL OF MINUTES:** Minutes from the February 24, 2021 meeting were included within OnBoard's meeting documents for review and approval. David Angel made a motion to approve the meeting minutes; David Roberts seconded the motion. All were in favor.

**TREASURER'S REPORT:** Tommy Schmolze presented both the Public P&L and the Private P&L to the board.

**Public:**

Income:

- *5105-York Accommodations Tax:* Last month we talked about receiving Fort Mill Accommodations Tax FY20's collections earlier than past years, well the same has occurred with City of York's Accommodations Tax. We received their FY20 collections, which was almost \$20,000, earlier than years past.
- *5202-STAR Grant:* This is a sports tourism advertising grant through SCPRT. Andy has applied for reimbursement for another event and are waiting to hear back.

Expenses:

- Nothing really to notate this month on expenses that hasn't been mentioned in previous meetings. Starting to look at what we'll be able to carry over into next fiscal year and what is still needed to be spent and collected.

**Private:**

Income:

- *5810-DMF:* February's collections were slightly down from January's but overall, second best month of the fiscal year.

Expenses:

- Not much to report on the expense side this month.
- Again, nothing to note for this month's expenses that hasn't been previously mentioned.

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

**CEO REPORT:** *Guest Introduction:* Billy introduced Laurie Helms to the board. *DMF Update:* 24 hotels in partnership and collections seem to be going well. *Board Update:* Two seats still vacant—District 4 and an At-Large. *Meetings & Presentations:* Billy met with City of Tega Cay and Town of Clover regarding funding and everything seems to be going well. He will be presenting the FY22 budget to County Council on May 11<sup>th</sup> during Budget Workshop. *Hospitality Workforce Development:* Mallory has put together one of our strategic plan initiatives—workforce development. A meeting was held with education partners, state partners, as well as hospitality partners to discuss ways to help alleviate current job vacancies. *Exciting News:* Billy complimented Brianna and Kaylin for their work at bringing in CBS News for a story on the Friendship Nine and Kounter as part of their Unifying America segment. All came about due to a media pitch to Eater Carolina.

**VISIT YORK COUNTY TOURISM DASHBOARD:** Elizabeth presented this month's Board Dashboard report. She analyzed the progress of attendance, economic impact and room nights based on staff's annual goals. Hotel performance is down only 9% for YTD, which was 16% down in July 2020. Weekend demand is getting closer to what is normally expected but the demand on the weekdays is still struggling due to the fact that business transient has not come back yet. There was also discussion on snow bird travel and hotel supply increasing.

**NEW BUSINESS:**

**A. Implementation of New Board Member Orientation:** Billy mentioned that staff is putting together a board orientation plan for new members. Staff will each report on their duties via Zoom. This will hopefully provide insight on responsibilities and organizational background information.

**B. Approval of Partners in Tourism Foundation:** Mallory Snyder gave an update on the Partners In Tourism Foundation, which is currently pending for not-for-profit status. She gave background on the group and how they will assist with destination development, what their priorities will be, and how their executive board will interact with the Visit York County (VYC) board. The foundation's board will act as an advisory board and make recommendations to the VYC board. VYC board will approve the projects and the VYC Executive Board will have the check signing authority. The Partners In Tourism Foundation Executive Board will consist of:

- Founding Chairman: Mark Hart, Carolina Panthers
- Vice-Chairman: Rick Jiran, Duke Energy Corporation
- Treasurer: Catherine Faircloth, South State Bank
- Secretary: Wes Drummond, J.M. Cope, Inc.
- Visit York County Board Liaison: Chip Hutchison, LPL Financial

There will be four focus areas of foundation, which are will be Community Amenities/Development of Infrastructure, Increase Marketing Efforts, Supporting Workforce in Hospitality Industry, and Strategy & Research. The official formation of the Partners In Tourism Foundation group comes as a recommendation from the Executive Board. David Angel made a motion to accept the recommendation from the Executive Board, Mark Van Sickle seconded. All were in favor.

**COMMISSIONER COMMENTS:** David Roberts mentioned being mindful of conflicts of interest and organizations being monitored within the state. Allison Cleveland mentioned our opportunity for a \$2,000 Hospitality Scholarship for a high school senior or a college student pursuing an undergraduate degree within the hospitality industry. Deadline to apply is May 1<sup>st</sup>.

**ADJOURNMENT:** Denise called for a motion to adjourn. David Angel made a motion to adjourn and David Roberts seconded. All were in favor. Meeting was adjourned at 9:12am.

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Rebekah Ardis, Scribe