

Rock Hill/York County CVB Board of Commissioners Meeting
York County/Rock Hill Airport
March 22nd, 2023 | 8:00 am

MINUTES

PRESENT: Brown Simpson, Chip Hutchison, Cortney Peterson, Amy Gonzalez, Denise Cubbedge, Lisa Mosely, David Angel, Laurie Helms, Lamar Thompson, Mark VanSickle, Elizabeth Bowers, Shea Maple

STAFF: Andy Clinton, Andrew Vinson, Jordan McCraw, Mallory Snyder, Allison Cleveland

CALL TO ORDER: Cortney Peterson called the meeting to order at 8:00 am

APPROVAL OF MINUTES & ENTIRE CONSENT AGENDA: Minutes from the February meeting were emailed prior to the meeting for review and approval. David Angel made a motion to approve, Brown Simpson seconded the motion.

TREASURER REPORT: Chip Hutchison updated the board on VYC's operating & savings accounts. VYC is close to receiving the RH A-Tax & FM A-Tax grants from both Rock Hill & Fort Mill respectively. A new order of destination guides was also placed and shown to the board. Andrew Vinson brought up moving our banking relationship to First Citizens from South State. Andrew also explained that Todd's Payroll was bought out, and that we are moving to another payroll company soon. David Angel made a motion to move our bank accounts to First Citizens, Denise Cubbedge seconded the vote.

DMF UPDATE: Allison Cleveland presented the board with the current amount of hotels invoiced & the amount of collections up to February 2023. Chip Hutchison brought up the idea of trying to get our information out to different corporate conferences using these hotels in their packets when they arrive at the hotels, and the staff of VYC is trying to navigate the best way to make this a reality.

CEO REPORT: Andy Clinton informed the board of the progress of the staff and the hard work they have done for VYC. Andy updated everyone on his meetings with local stakeholders throughout the past month, as well as the York Electric Economic Development Summary that had an outside consultant highlight the importance of tourism in our area and how we need to take advantage of it. Andy also appeared on Straight Talk with WRHI, announcing the E-Sports event happening at Carowinds March 25th & 26th that VYC had a major part of creating from the ground up. All board members were invited to the VIP room during the event as well. The budget for next fiscal year will be emailed out to board members in a week or so, to be looked over and approved at our board meeting in April.

MARKETING UPDATE: Mallory Snyder presented the website statistics from the past month with over 1 million impressions from sponsored posts and different blogs including fully organic posts created by Kaylin Dettman highlighting black owned restaurants and businesses in York County. VYC's spring ads have been created and started to rollout across different social media platforms as well. The Brew Trail Meetup happened this past month as well which highlighted the different connections between the local breweries and local businesses and how they can work together in the future. VYC has been using contracted bloggers & writers to come to the area and explained that with York County having so much to do, they need to return a second time to actually encompass the entire experience when visiting York County for the first time.

EVENT RECRUITMENT: Jordan McCraw updated the progress of Ben Paxton with different cross country and track & field events. Jordan also highlighted the event economic impact summary for the month of February. A new football event was shown that is a youth football national championships, which will involve both Rock Hill & Fort Mill in June of this year, and June of 2024. Tickets were also mentioned for the “Rock The Winds” that are available for all staff and board members.

NEW BUSINESS: VYC’s YoCo Buzz honey whit beer will be releasing next week and the staff are excited to get it out to local businesses involved with the Brew Trail. Andy announced the move of Allison to part time, and Cortney Peterson to take her role as the VP of Strategic Partnerships starting June 1st, 2023. Cortney’s relationships with all the hoteliers and experience in the industry was a highlight of hers that VYC thinks will be an easy transition for the staff.

COMMISSIONER COMMENTS: Brown Simpson mentioned the importance of showcasing the Kings Mountain State Park and also brought up the RHPRT & VYC Partnership Agreement. David Angel & Chip Hutchison & Laurie Helms were also a part of the conversation, asking questions about what they can do to help this process. Several board members emphasized the importance of getting this agreement completed so that VYC can budget accordingly for future years. Andy Clinton explained that he is confident it is close to being completed and will keep the board updated as he hears more back from RHPRT about the matter. Chip Hutchison brought up board members giving Andy more access to different relationships and connections that can help better secure VYC’s future year in & year out.

ADJOURNMENT: Cortney Peterson adjourned the meeting at 9:05 am

Jordan McCraw, Scribe