

Rock Hill/York County CVB Board of Commissioners
Rock Hill/York County Airport
May 22, 2019 | 8:00am

MINUTES

PRESENT: Billy Bolin, Denise Cubbedge, JoAnna DiPastena, David Grigg, Laurie Helms, Dan Holmes, Ron Miller, Strauss Moore Shiple, David Roberts, Caitlin Rogers, Tommy Schmolze, and Brown Simpson

STAFF: Rebekah Ardis, Sonja Burris, Allison Cleveland, Andy Clinton, Billy Dunlap and Jenny Waller

GUEST: N/A

CALL TO ORDER: David Roberts called the meeting to order at 8:04am.

APPROVAL OF MINUTES: Minutes from the April 24, 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; Joanna DiPastena seconded the motion. All were in favor.

TREASURER'S REPORT: Dan Holmes reported we are coming to the end of the fiscal year. *Earned Revenues:* Still collecting reimbursements but should collect all with the exception of about \$10,000 from 5506: *SCPRT Tourism Advertising Grant.* 5600: *Destination Marketing Fee Revenue:* have collected from hotels for March-May; revenue will be on next P&L. 7200-*Salaries & Related Expenses:* Still have about 4.5 more payrolls to process. 8310-*Travel:* Have 2 more staff attending a conference before end of year, otherwise that section is complete. 8400-*OED Golf Promotional Co-Op:* Strauss will be invoicing for the \$10,000 so that should be paid soon. 8500-*Printing & Design:* We have completed the payment for the building of the website. 8550-*Advertising-Online:* Advertising YoCo Brew Trail in Charlotte Magazine, Garden & Gun, Pandora, AAA Go, and in Greenville, Asheville, and Charlotte. Brown Simpson asked why the City of York's Hospitality Tax revenue has not been received. Billy reported that since they met the threshold of \$50,000 of collected accommodation tax. Staff has been in communication with the City regarding the switch of funding and process for receiving the funds. Motion to approve the Financial Statement was made by Brown Simpson; seconded by Billy Bolin. All were in favor.

CVB UPDATE:

President/CEO's Report: Billy started by mentioning that the staff's goals were included in the packets. *National Association of Sports Commissions Award:* Battle at the Rock won the best locally-created event with a population under 500,000. *Destination Marketing Fee Program:* We have now signed 10 hotels for the program. We have about \$40,000 in revenue from March and April collections with 4 hotels reporting in March and 5 hotels in April. *Budget Update:* Billy will be presenting to County Council at May 29th budget workshop. It is looking like we may get a little more money than anticipated from City of Rock Hill. After discussions with Town of Fort Mill, we should be getting \$12,000 increase in accommodations tax revenue for FY20. *Municipal Presentations:* Annual presentations to York is on June 4th, Clover is on June 10th, and Tega Cay is on June 17th. *Recap of Frisco, TX:* Billy showed slideshow of the Dallas Cowboys' headquarters and practice facility. He also discussed meeting with CVB and how they assist with marketing the facility. The Star has been said to be the example of what the Panthers will build in Rock Hill.

Marketing/Communication Report: Sonja mentioned that in February and March we hosted a couple press trips. City of York, SC was featured in USA Today as #10 of the Top 10 Best Small Cultural Scene Town as a result of one of those tours. The USA Today representative/writer was on one of the press trips and the relationship was built. Sonja also mentioned Ag+Art Tour date and details of the York County tours (June 1-2 and June 8-9), which will feature 23 farms and more than 70 artisans.

Brianna reported that as shown in our goals we have had some successes with our social media. We have surpassed the 1,000 people mark for subscribers to the YoCo Buzz. New website launched May 2nd and it shows through our

page views and our Google Ads, which are performing really well. Finally, the YoCo Brew Trail ads are up and running in Greenville, Columbia, and Asheville and we hope that they do well for us, as we are trying some new advertising sources.

Destination Services Report: Jenny reported on a couple of the April events: McDavid USA Youth All-American basketball camp, Rivals Regional Combine, USA Football Regional Development Camp were all the same weekend April 6-7th. Also recently hosted Phenom Hoops Queen City Showcase, SAC Men & Women's Tennis, SIAC Track & Field Championships, and Dance Machine Regionals. Championship for Dance Machine will be in June.

Worked with Light Bright Boxing to host the USA Boxing Regional at Rock Hill High School which was held last weekend on May 17-18th. Coming up is weekend is the US Mini Golf Championships at Mr. Putty's in Tega Cay. We will be hosting the opening night banquet at the Glennon Center and Billy will be participating in the Pro-am. Vizzy will also be in attendance!

Sales Report: Andy reported that FBU is coming up in July and also hosting two different Track & Field events that are new to the area. The USATF Junior Olympics SC State Meet is June 22-23rd and the USATF Junior Olympic Regional is July 4th week. Andy explained the process for nominating and winning the NASC's Locally-Created Event of the Year for Population under 500,000 for Battle at the Rock. He was able to gain leads from USA Volleyball and NCAA while at the conference and is working on submitting a bid for National Youth Wheelchair Basketball Championships. Tommy Schmolze thanked Andy for touring the new high school in Fort Mill (Catawba Ridge). Visit York County will be assisting four events at the school as soon as they open.

Partnership/Visitor Services Report: Allison reported that Vizzy will be at several of the events that Andy and Jenny mentioned, as well as was recently at BloomFest in Glencairn Garden, in Fort Mill at the Rival Camp and the Strawberry Festival, in Clover at Butts and Cookoff Festival. We have increased visitors assisted to almost 300%. Visit York County will have a presence and booth at Taste of Charlotte with Partners In Tourism, Old Town Rock Hill, and SC Ag+Art Tour with prize wheel for local promotions of attractions and restaurants, as well as YoCo Brew Trail.

OTHER/NEW BUSINESS:

FY20 Budget Update: Billy gave most of the budget update during his report but reminded the board that it has approved by them and that he submitted it to the county. We are now are waiting for the budget presentation and awaiting finalization of funding. Billy mentioned that he has met with five of the seven council members and has received positive response from those five. In talking with Bill Shanahan and Kevin Madden, there appears to be a \$70,000 difference in what we've asked for and what they have "plugged in." Billy thinks that he has enough support to gain the difference through Accommodations Tax due to the loss of Hospitality Tax.

Strategic Plan: Billy reported that in the packet is a strategic plan proposal from Young Strategies to assist in a 3-5 year plan. Process involves an analysis of where the community and our organization are currently. It will engage community/civic leaders, staff, travel industry leaders and will come up with shared vision and plan for growth. We will send out 300 surveys throughout the county asking questions about tourism and ideas of planned growth. This four month process will ultimately assist with what our path should be for the next 3-5 years. The price is \$19,600. The Executive Committee approved moving forward with the proposal and using money from our reserve account. This is a recommendation from the Executive Committee. Joanna DiPastena asked what other CVBs have worked with Young Strategies? Billy responded with Tupelo, MS, Cabarrus County, NC, Panama Beach, FL, Hershey/Harrisburg, Pa. Ron Miller stated the cost is very reasonable and competitive. Tommy Schmolze asked what the timeframe is for best practice to have this sort of strategic plan. Billy responded with usually once every five years and last one was at least 2013 prior to the rebranding process. Vote was taken and all were in favor.

President/CEO Performance Review: David Roberts brought up that the Executive Committee would like to start conducting a formal performance review of the President/CEO, which will go hand and hand with strategic planning process. There will be 10 questions that Jason LaBarge will be sent out via Survey Monkey at 11am today and will have until next Friday to complete. There will be a Special Executive Committee (along with Andrea Cooper—having HR experience) meeting on June 14th to compile results and will bring back to the Board at the June board

meeting. David also mentioned they would like to have a committee formed consisting of Andrea, Laurie Helms and Billy (to mirror for staff reviews) that will formalize the reviewing process going forward. David asked if anyone would like to volunteer for the committee. A “motion to create a formal performance review committee to formulate an official performance review template going forward for use for the staff and the President/CEO” was made by Brown Simpson and seconded by David Grigg. All were in favor.

COMMISSIONER COMMENTS: There were no additional comments made.

ADJOURNMENT: David Roberts adjourned the meeting at 9:10a.m.

Rebekah Ardis, Scribe

NEXT MEETING

Wednesday, June 26, 2019 at 8:00am at the Rock Hill/York County Airport