

**Rock Hill/York County CVB Board of Commissioners Meeting**  
**Rock Hill/York County Airport**  
**May 24, 2021 | 8:00am**

**MINUTES**

**PRESENT:** David Angel, Denise Cubbedge, Amy Gonzalez, Chip Hutchison, Shea Maple, Lisa Moseley, Cortney Peterson, Caitlin Rogers, Tommy Schmolze, Brown Simpson, and Mark VanSickle

**STAFF:** Rebekah Ardis and Billy Dunlap

**GUEST:** N/A

**CALL TO ORDER:** Denise Cubbedge called the meeting to order at 8:03am. She then welcomed the newest At-Large board member, Lisa Moseley, and allowed her to introduce herself.

**APPROVAL OF MINUTES:** Minutes from the April 28, 2021 meeting were included within OnBoard's meeting documents for review and approval. Tommy Schmolze made a motion to approve the meeting minutes; Brown Simpson seconded the motion. No discussion. 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:

- *5103-Rock Hill Accommodations Tax:* Reimbursement documentation has been submitted and approved. Awaiting the final payment to fulfill the \$150,000 funding.
- *5201-SCPRT Tourism Advertising Grant:* Submitted reimbursement documentation for just over \$18,000. If all is approved, we'll be at 63%. In talking with Brianna, we should meet the full funding by end of the fiscal year.
- *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 on exact dollar amount.

Expenses:

- Nothing really to notate this month on expenses that hasn't been discussed in previous meetings. Still aiming to collect final amounts of revenue before end of fiscal year.

**Private:**

Income:

- *5491-Corporate Sponsorship:* Doing great! This includes the \$50,000 from the Carolina Panthers for the PIT Foundation. Tommy asked Billy to explain the Foundation briefly further for the new board members.
- *5810-DMF:* April's collections continued to show growth over March's collections at over \$74,000. If hotels continue this path, we will exceed the goal of \$425,000.

Expenses:

- Not much to report on the expense side this month that hasn't been previously discussed. David Angel asked about salary split between the two accounts.

Overall, still looking at all our revenue sources and capitalizing on all opportunities, as well as saving where we can to rollover into next fiscal year. Motion to approve the Treasurer's Report was made by David Angel; seconded by Mark VanSickle. All were in favor.

**CEO REPORT:** *DMF Update:* Billy mentioned we have 25 hotels in partnership and collections seem to be going well thus far. April collected about \$75,000. *Board Update:* One seat vacant—District 4, which is Bump Roddey. *Staff Update:* Billy announced to the board that Elizabeth Shanaman was offered an opportunity to work with Tourism Economics, which is the authority of tourism analytics, and no longer with us. So, we are now looking at either replacing her position or contracting a firm to handle our data analytics. *Hospitality Workforce Development:* Hosted the second hospitality workforce meeting and discussed recruiting and retaining staff, as well as the challenges that come with those issues. This will be an ongoing conversation/meeting. *Upcoming Conference:* Billy mentioned that he leaves later today for the Destinations International CEO Summit in Tampa, FL. *Other Staff News:* With June approaching, Billy will be working with the staff on evaluations over the next few weeks.

**NEW BUSINESS:**

- A. Move June Board Meeting Date:** Billy will be out of town at a conference out of town at the originally scheduled date so the new June Board meeting date will be Wednesday, June 30<sup>th</sup>, with the Executive Board on Friday, June 25<sup>th</sup>.

**EXECUTIVE SESSION:** Brown Simpson made a motion to move into Executive Session for a discussion regarding the County's funding. Tommy Schmolze seconded the motion. All were in favor.

**MATTERS FOR CONSIDERATION FOLLOWING EXECUTIVE SESSION:** Upon returning from Executive Session, Denise Cubbedge announced that the Executive Board recommends "Option 2", which would allow staff and board to formally request the County Council rescind the ordinance and help facilitate a merger with City of Rock Hill's Parks, Recreation & Tourism department. Since this comes as a recommendation from the Executive Committee, a motion and second is not needed, just a vote. All were in favor.

**COMMISSIONER COMMENTS:** Denise wanted to thank Billy and staff for their hard work over the past year but especially the last couple months.

**ADJOURNMENT:** Denise called for a motion to adjourn. David Angel made a motion to adjourn Brown Simpson seconded. All were in favor. Meeting was adjourned at 9:15am.

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Rebekah Ardis, Scribe