

Rock Hill/York County CVB Board of Commissioners Meeting
York County/Rock Hill Airport
May 24th, 2023 | 8:00 am

MINUTES

PRESENT: Brown Simpson, Chip Hutchison, Amy Gonzalez, Lisa Mosely, Laurie Helms, Mark VanSickle, Porter Gable, Elizabeth Bowers

STAFF: Andy Clinton, Andrew Vinson, Mallory Snyder, Allison Cleveland, Kaylin Dettman, Cortney Peterson

CALL TO ORDER: Brown Simpson called the meeting to order at 8:00 am

APPROVAL OF MINUTES & ENTIRE CONSENT AGENDA: Minutes from the April meeting were emailed prior to the meeting for review and approval. Porter Gable made a motion to approve, Amy Gonzalez seconded the motion.

TREASURER REPORT: Chip Hutchison updated the board that we are still waiting for one more grant to come back from the state to close out the fiscal year. Chip explained that VYC's operating and saving accounts are better than expected and will be able to replenish the savings account to get it back to where it was pre-Covid. VYC will also be switching banks from South State to First Citizens which also includes the opening and closing of different accounts. Mark VanSickle made a motion to approve the treasurer's report, Porter Gable seconded the motion.

DMF UPDATE: Allison Cleveland presented the board with the April hotel reports. The spring year over year collections have once again surpassed the previous mark, and most all the past dues are collected to close out this current fiscal year. Allison discussed the contents of the most recent quarterly hotel meeting with our preferred hotels & RHPRT. Andy is working with Tourism Economics to help show more mobile location data with VYC's & RHPRT's events in future board meetings.

CEO REPORT: Andy Clinton informed the board with an update. Both candidates were approved by the county and will be attending the next board meeting. The executive committee update was addressed & Amy Gonzalez made a motion for Shea Maple to join. Chip Hutchison seconded the motion. The board was informed of VYC's involvement with SCPRT and the state governor during National Travel & Tourism Week down in Columbia, SC. Some staff members also went to the Fort Mill Welcome center to provide snacks and goods to travelers coming through York County. The staff of VYC presented the board with the status of VYC's goals & strategic plan. The budget will be adjusted with VYC condensing the GL codes on the P&L sheet and more information will be brought forward in the June meeting.

MARKETING UPDATE: Mallory Snyder was excited to announce the new destination guide that was presented to each board member at the meeting. Kaylin Dettman created new materials and redesigned some of the YoCo Brew Trail. Passports were updated and smaller posters/stickers as well as FAQ sheets were made to help each of the participating breweries.

NEW BUSINESS: With "Vizzy" being sold, the digital kiosks are being purchased. VYC is also looking at rebranding while keeping our same logo. The message that VYC wants to send is being worked on with the York County Chamber & York County Economic Development in a group project to help give the

visitor a clear message, while keeping all 3 organizations separate from each other. Andy also asked the board to provide feedback to improve upon in the future.

EXECUTIVE SESSION: Executive session was called to discuss the VYC staff and end of year evaluations.

ADJOURNMENT: Brown Simpson adjourned the meeting at 9:05 am

Jordan McCraw, Scribe