

Rock Hill/York County CVB Board of Commissioners
Rock Hill/York County Airport
December 4, 2019 | 8:00am

MINUTES

PRESENT: Billy Bolin, Andrea Cooper, Joanna DiPastena, David Grigg, Laurie Helms, Ron Miller, Strauss Moore Shiple, David Roberts, Caitlin Rogers, and Brown Simpson

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

GUEST: N/A

CALL TO ORDER: David Roberts called the meeting to order at 8:03a.m.

APPROVAL OF MINUTES: Minutes from the October 23, 2019 meeting, which were included within the packets and sent out prior, were up for approval. Ron Miller made a motion to approve the meeting minutes; Caitlin Rogers seconded the motion. All were in favor.

TREASURER'S REPORT: Rebekah Ardis presented the P&L to the board in Dan Holmes' absence. Billy and Rebekah met with the auditor and everything looks great. He will be presenting (due to a full agenda) in January at the Executive and Board Meetings. The adjustments have been given and Rebekah will have those made to be reflected on the next P&L. Short report but overall, we're right where we anticipate being this time of year. *Earned Revenue:* Have mailed 1st Reimbursement Requests to funding sources: Totaling approximately \$402,900. *5491: Corporate Sponsorship:* Received corporate Sponsorship from US Foods for 2020 Taste Trail. *Expenses:* *8150: Office Mileage:* \$2,000 of the \$4,760 is waiting on credit card receipts from staff. Motion to approve the Financial Statement was made by Brown Simpson; seconded by Strauss Moore Shiple. All were in favor.

CVB UPDATE:

President/CEO's Report: Billy took a minute to acknowledge the passing of tourism industry leader and friend, Jayne Scarborough, Executive Director of the Olde English District. Acknowledgement of Denise Cubbedge's promotion to CEO with the Ronald McDonald House in Charlotte. Also, Matt Martin was named vice president & director of athletics at Concordia University so we will be working to fill his board seat. *DMF Update:* Currently have 8th DMF hotels. Billy and Jenny have meet with Columbia and Greenville CVBs as far as best practices on their programs. *YoCo Taste Trail:* 15 dishes will be announced at US Foods in January at a press conference. *Battle at the Rock:* Starts next Thursday-Saturday with 36 teams. Volunteers are always needed. *Fiscal Year 2019 Audit:* Charlie will present the audit report next month and we finished FY19 with a surplus of approximately \$29,000. This will be transferred back to our savings to pay ourselves back for the purchase of Vizzy. *City of York:* Met with Mike Fuesser, Mayor-Elect, and is supportive of our organization. *OnBoard Update:* Training will be presented during January meeting. *Vizzy Update:* Vizzy will be in the Rock Hill Christmas Parade.

OTHER/NEW BUSINESS:

Strategic Plan Update: Billy mentioned that the staff has met and started the process of developing a 3-year strategic plan. We have started identifying actionable items as options and will come up with a short list. We will present our 3-year plan to the board within the 1st quarter of 2020 detailing when and how we will accomplish our list.

2020 Meeting Dates: Billy mentioned that our meeting dates will be on our website's board page, as well as a part of the board portal. They will be emailed to everyone as well.

PRESENTATION: Mobile Insights: Billy explained our partnership with the Charlotte Regional Visitors Authority (CRVA) for Visitor Profile Research that costs about \$5,000/year. We selected 16 points of interest

within York County that are destinations. Hand-drawn boundaries were created with mapping software to accurately define each point of interest. Uber Media, the company hired by CRVA, provided profile data on visitors. Visitors are defined as anyone outside of 50 miles of the points of interest/destination. The GPS coordinates within cell phones are what we utilize to track data. 49,546 interactions with visitors were analyzed for 2018 and 27,440 for Qtr 1 & Qtr 2 for 2019 for all 16 points of interest. Billy then walked through the data reports that were obtained for each destination. Brown Simpson mentioned this is great data to present to the municipalities during presentations.

COMMISSIONERS COMMENTS: Joanna asked what Vizzy's vision is for 2020. Billy responded that we are creating a calendar to schedule appearances. We will be utilizing the Visitor Profile data reports to determine and prioritize her scheduling to make sure that we have visitors as our audience. Billy also mentioned that Trey, new part-time employee, delivers brochures to hotels every week with Vizzy.

David Roberts mentioned that this is his last meeting as Chair and thanked the board for their support and confidence in him. Thanked staff for a great job this year. Touched on the importance of advocacy and funding and how we are not the only ones facing the challenge (ie: Visit Florida and Pure Michigan being defunded). Feeling positive with how the CVB is trending and thinking ahead with Destination Marketing Fee Program, corporate sponsorships and strategic planning. David mentioned will not be at January's meeting and thanked everyone again for a great year.

ADJOURNMENT: David Roberts adjourned the meeting at 9:05a.m.

Rebekah Ardis, Scribe

NEXT MEETING

Wednesday, January 22, 2020 at 8:00am at the Rock Hill/York County Airport in Rock Hill