

**Rock Hill/York County CVB Board of Commissioners Meeting**  
**Staybridge Suites – Rock Hill**  
**December 9, 2020 | 8:04am**

**MINUTES**

**PRESENT:** Amy Gonzalez, Andrea Cooper, Denise Cubbedge, Joanna DiPastena, Chip Hutchison, Ron Miller, David Roberts, and Brown Simpson

**STAFF:** Rebekah Ardis, Allison Cleveland, Andy Clinton, Billy Dunlap, Briana Francis, Elizabeth Shanaman, and Mallory Snyder

**GUEST:** N/A

**CALL TO ORDER:** David Roberts called the meeting to order at 8:09am. Billy Dunlap welcomed the newest board member, Amy Gonzalez, and allowed her to introduce herself.

**APPROVAL OF MINUTES:** Minutes from the September 23, 2020 meeting were included within OnBoard's meeting documents for review and approval. Brown Simpson made a motion to approve the meeting minutes; Ron Miller seconded the motion. All were in favor.

David Roberts announced the resignation of Dan Holmes to the CVB Board of Commissioners due to time constraints because of Covid-19 on his personal businesses. David also called on Rebekah Ardis to inform the board of where the 2021 Board Meeting dates are located within OnBoard. [Resources Folder>Board Meeting Dates Folder]

**TREASURER'S REPORT:** Denise Cubbedge presented both the Public P&L and the Private P&L to the board.

**Public:**

Income:

- Grant reimbursements have been submitted to City of Rock Hill, York County, and SC Parks, Recreation & Tourism. Awaiting approvals/reimbursements.
- *5700-Destination Marketing Fee Program:* This is DMF money from March-June collections from one hotel but was given after July 1<sup>st</sup>. It will be adjusted back into FY20.
- *5491-Corporate Sponsorship:* This is supposed to be within Private Account but are only able to process credit cards via Public. Credit card was processed and then Rebekah processed a check to deposit the \$7,500 within Private Account. [The income and expenses in this case will be a wash.]

Expenses:

- *8320-Event Expense, 8330-Recruitment, 8500-Print & Design, 8400-OED Partnership, 8600-Conventions & Tradeshow:* Mentioned these before but as a reminder, these have small unbudgeted expenses. We budgeted these categories in Private Account but expenses came before checks were printed. Staff will work with Auditor to get it adjusted for audit.
- *8242-YoCo Taste Trail:* This is the expense for the credit card processing above. US Foods is presenting sponsor of the Trail again for 2021.

**Private:**

Income:

- *5700-Destination Marketing Fee:* October collections were invoiced at \$30,838 and payments are starting to come in. Allison is gathering data from hotels for Rebekah to invoice the Preferred Hotels for November's collections.

Expenses:

- *7200-Salaries & Related Expenses:* In order to keep related revenues and expenses together, we have shifted the salary and related expenses of Mallory (Corporate Revenue) & Allison (DMF Revenue) into the Private Account budget. Rebekah will be going back through the payroll reports and making the adjustments to follow suit.

Motion to approve the Treasurer's Report was made by Ron Miller; seconded by Amy Gonzalez. All were in favor.

**CEO REPORT:** *DMF:* We are at 23 preferred hotels—just added Clarion Point, Cambria-Rock Hill, TownePlace Suites-Fort Mill. We hosted a quarterly hotel meeting last month with and will have another in January. *Board Seats:* David Angel-District 6 has been approved but not sworn in. He should be at January 2021 meeting. Tommy Schmolze, Brown Simson, and Denise Cubbedge have been reappointed for their second terms. County Council Finance Committee just approved Mark VanSickle-District 1, Sam Hall-District 3, and Lamar Thompson-At Large seats. District 4 and At-Large seats remain open. *Taste Trail 2021:* We have identified York County restaurants and will be filming a video launch with US Foods tomorrow. *Battle at the Rock:* Yet another phenomenal event with great exposure. Brianna will go into more detail on the stats. *Girls' Battle at the Rock:* Will host 7 games on Dec 10-11th at Rock Hill Sports & Event Center. *City of York:* We just entered a Technical Services agreement for marketing consulting on their branding and marketing the downtown area. This funding is outside of their accommodations tax funding. *Audit:* Charlie Redfern will be virtually presenting the FY20 audit at our January 2021 meeting. *County Council:* Billy presented to County Council on November 16<sup>th</sup> for quarterly presentation. *Community Benefit funding and Investor Program:* Recognized Mallory for hitting the ground running and doing a great job thus far. Billy mentioned they have met with the Carolina Panthers and are hoping they will be a key stakeholder in the future.

Billy called on Brianna Francis to give a recap of media exposure from Battle at the Rock. She mentioned that we had more than 115 applications for media entry passes and were able to allow 55-60 of them into the showcase. The media included videographer and photographers, as well as scouts and sports writers, who provided great exposure to the kids playing. Due to the media coverage on Friday night, we were featured on ESPN's SportsCenter on Sunday morning. Thanks to Elizabeth for pulling the following social media analytics: Battle at the Rock was tagged in 2,134 posts on Twitter, our posts across all platforms were seen 214,000 times and earned 18,000 engagements over the first weekend in December. We also saw 15,786 clicks on battleattherock.com, which is 164% increase YOY. Of the 1,500 person capacity, we were able to sell tickets for half of the occupancy. We sold out Friday night and Saturday night with about 550-600 tickets based on the 750 person limitations. Billy gave kudos to all the staff, but especially Andy for all his hard work pulling it all together operationally and Brianna for her handling of the media.

**VISIT YORK COUNTY TOURISM DASHBOARD:** Elizabeth Shanaman reviewed a dashboard that she has created to showcase several different fiscal year data analytics in one place. This dashboard highlights:

- Annual Goal Progress
- Event Impact Information with attendance, number of events, estimate number of room night and direct spending & community insights
- Hotel Performance
- Key Visitor Market Performance
  - Raleigh/Durham
  - Greensboro/High Point
  - Greenville/Spartanburg
  - Columbia
  - Atlanta

#### **OTHER/NEW BUSINESS:**

**Recognition of Outgoing Board Members:** David Roberts thanked the service of our four outgoing board members and Billy provided them with a small token of our appreciation. The four members are: Andrea Cooper, Joanna DiPastena, David Grigg, and Ron Miller. Each member spoke briefly of their time on the board.

**COMMISSIONER COMMENTS:** N/A

**ADJOURNMENT:** David Roberts adjourned the meeting at 9:02 am.

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Rebekah Ardis, Scribe