

Rock Hill/York County CVB Board of Commissioners Meeting
Legal Remedy Brewing Company
December 8th, 2022 | 4:00pm

MINUTES

PRESENT: Brown Simpson, Mark VanSickle, Chip Hutchison, Cortney Peterson, Amy Gonzalez, Denise Cubbedge, Lisa Mosely, Porter Gable, David Roberts, David Angel, Laurie Helms

STAFF: Andy Clinton, Andrew Vinson, Allison Cleveland, Ben Neiconi, Ben Paxton, CJ Wiley, Jordan McCraw, Mallory Snyder and Tori Gurley

CALL TO ORDER: Brown Simpson called the meeting to order at 4:02pm

APPROVAL OF MINUTES: Minutes from the October 26th meeting were emailed prior to the meeting for review and approval. David Roberts made a motion to approve, Denise Cubbedge seconded the motion

CEO REPORT: Andy updated and introduced the board to our newest member Porter Gable. This meeting was also the last board meeting for David Roberts and VYC is looking to fill his position of an “At Large” board seat here in the future. David was presented with a plaque for his tenure with VYC as well. The office lease payments that were scheduled to catch up with half this year and half the next year, were recommended by the executive committee and approved to be paid this fiscal year in full. The staff of VYC has had several stakeholder meetings with board members and others in the York County community. Mallory was announced to be on the panel of SCRPA. Andy & Andrew attended the SEVT conference down in Columbia, SC and received an application for an internship because of it which is great for the organization. Andy showed the board the current staff goals progress to this date and VYC is doing great compared to last year with the DMF collections, as well as already checking off a good bit of the goals for this fiscal year before the Christmas holidays.

MARKETING UPDATE: Mallory updated the board on Libra’s content and work since our contract with them started back in July. Our events page has had the most clicks on our website and we can contribute that to VYC’s involvement with ChristmasVille. Over 80 events were posted on our website for people to gather information about. VYC is also trying out new collaboration efforts with influencers and business partners to help group our marketing efforts.

STAFF UPDATE: Ben Neiconi, CJ Wiley, Ben Paxton, and Tori Gurley were all introduced to the board and explained their specific roles that VYC has brought them on for. Ben Neiconi was VYC’s intern for the fall and has taken over some of the social media work for Kaylin while she is on maternity leave. CJ is another intern who is helping create an E-Sports event that VYC is very excited for. Ben Paxton is the head track and field coach at Winthrop University and is helping recruit and create running events with VYC. Tori Gurley is from Rock Hill, SC and played professional football. He is helping create and recruit football focused events with VYC.

E-SPORTS EVENT: Jordan presented the board with an update on VYC’s first ever attempt at hosting an E-Sports event in York County. The event is dated for March 25th & 26th at Carowinds and is the first partnership opportunity since Covid with Carowinds. Winthrop E-Sports & CJ Wiley will be running the event and VYC will aid and sponsor the event. The event is called “Rock the Winds” which incorporates both Winthrop’s slogan but also Carowinds name.

FINAL COMMENTS: There will be a brew trail round table event with local government and our breweries in York County that the board was updated on, and the idea was brought up by Chip Hutchison. David Roberts was presented with his plaque and spoke to the board and staff about his past years being involved with VYC. Brown Simpson also should be recognized as this was his last board meeting as chair of the VYC board. Cortney Peterson will be stepping in for him at our next board meeting in January.

ADJOURNMENT: Brown Simpson adjourned the meeting at 4:52pm

Jordan McCraw, Scribe