

**Rock Hill/York County CVB Board of Commissioners**  
**Rock Hill/York County Airport**  
**October 23, 2019 | 8:00am**

**MINUTES**

**PRESENT:** Denise Cubbedge, Joanna DiPastena, David Grigg, Laurie Helms, Dan Holmes, Jason LaBarge, Matt Martin, 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 8:04a.m.

**APPROVAL OF MINUTES:** Minutes from the September 25, 2019 meeting, which were included within the packets and sent out prior, were up for approval. Denise Cubbedge made a motion to approve the meeting minutes; Brown Simpson seconded the motion. All were in favor.

**TREASURER'S REPORT:** Dan Holmes presented the P&L to the board. *5515: Fort Mill Accommodations Tax:* we received their 30% allocation this past week from FY17-18. *5600: Destination Marketing Fee Program:* doing well at \$128,976 for first 3.5 months with 8 hotels. *8150: Office Mileage:* \$2,300 of the \$5,156 is waiting on credit card receipts from staff. *8220: Visitor Profile/Research:* over due to still waiting on audit adjustments. *8332: Host/Local Tourism Event:* Annual Meeting expenses, which is the bulk of that account code at approximately \$5,300. *8640: Booth/Display Expense:* 6 new pop-up banners that highlight York County's history, waterways, sports, agriculture, musician and one with our name with a listing of municipalities. Motion to approve the Financial Statement was made by Laurie Helms; seconded by Matt Martin. All were in favor.

**CVB UPDATE:**

**President/CEO's Report:** *Board Portal Update:* Billy reminded the board that starting in January the staff's reports and all board documents will be online via OnBoard, new board portal. The monthly meetings will be more educational and strategic. *DMF Update:* Cambria Fort Mill has opened and is our 8<sup>th</sup> DMF hotel. Met with hoteliers last week to have open communication of program thus far and expectations from both parties. *Sponsorships Update:* In the process of a 5-year deal with the City of Rock Hill's Sports & Event Center for a sponsorship agreement at \$10,000/year. This sponsorship will give us signage and presence in the building. The proposal has gone to go to City Council for approval and it will come back to the board for support at the appropriate time. Also working on a similar sponsorship with Winthrop University within signage in the coliseum—Winthrop Basketball (men's & women's) and Basketball. *Annual Meeting Recap:* Nothing but positive remarks and great attendance. *Battle at the Rock:* Will be December 12-14, 2019 on two courts at Nation Ford High School. Schedules have been sent out and looks like there will be some great athletes and teams in attendance. Volunteers are needed. *Visitor Profile Report:* Mobile data will be presented to the board in December regarding visitation stats from attractions. *Media Coverage:* Billy mentioned he was on WRHI's Straight Talk last week discussing the growth of the CVB and budget. Also, was recently on WCNC Charlotte Today regarding Fall Events in York County. *County Council Presentation:* Billy will be presenting to County Council on November 4<sup>th</sup> to highlight last fiscal year's accomplishments.

**OTHER/NEW BUSINESS:**

**Strategic Plan Update:** Billy mentioned that since we now have what we need from the strategic plan we will start working with the board to lay out a 3-year plan. In December, he will present the initial plan and timeline. David Roberts asked if the Panthers will play a role in the plan. Billy said they probably won't be ready to talk recruitment of events for probably another 12 months but definitely will be considered.

**November/December Meeting:** Billy asked the board that since our November/December meeting is the day before Battle at the Rock, if we could move the meeting to up one week to December 4<sup>th</sup>. Executive Board Meeting will move to Monday, December 2<sup>nd</sup>. Laurie Helms made a motion that the board move their November/December meeting to Wednesday, December 4<sup>th</sup> instead of December 11<sup>th</sup>. Jason LaBarge seconded the motion. All were in favor.

**PRESENTATION: Economic Impact Analysis:** Rebekah Ardis presented why travel's economic impact is important to a destination. Rebekah shared York County's travel-based employment, travel-generated tax revenue (local and state), as well as trends from overnight occupancy and room rate from FY18. Budgets and annual statistics were shared from 2014-2015, 2015-2016, 2016-2017, 2017-2018, and 2018-2019. These outcomes were compared to the yearly budget, as well as a five year comparison. Jenny Waller then detailed how we calculate economic impact with the Destinations International's Economic Impact Calculator. They partnered with Tourism Economics to create this calculator based on an overwhelming response and need for a standard method of estimating economic impact of events that destinations bring in. As the tourism industry makes a collective movement to define and estimate economic impact in the same way, it strengthens the validity of the numbers and powers the decision makers with better information. The calculator's model is updated annually with the most current information for all destinations. Jenny then demonstrated step-by-step how the information is entered and how the sporting events module works to generate the impact information that we report.

**COMMISSIONERS COMMENTS:** No comments.

**ADJOURNMENT:** David Roberts adjourned the meeting at 9:26a.m.

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Rebekah Ardis, Scribe

**NEXT MEETING**

**Wednesday, December 4, 2019 at 8:00am at the Rock Hill/York County Airport in Rock Hill**