

Rock Hill/York County CVB Board of Commissioners Meeting
La Quinta – Rock Hill
October 26, 2020 | 8:04am

MINUTES

PRESENT: Andrea Cooper, Denise Cubbedge, Chip Hutchison, Shea Maple, Ron Miller, Cortney Peterson, David Roberts, Caitlin Rogers, and Brown Simpson

STAFF: Rebekah Ardis, Allison Cleveland, Andy Clinton, Billy Dunlap, Briana Francis, and Savannah Underwood

GUEST: N/A

CALL TO ORDER: David Roberts called the meeting to order at 8:04am. David welcomed the newest board member, Chip Hutchison, and allowed Chip to introduce himself.

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; Andrea Cooper seconded the motion. All were in favor.

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

Public P&L:

Income:

- Nothing new to report at this time.

Expenses:

- *8171-New Equipment:* High due to purchasing office furniture for new staff member.
- *8260-Agency Support:* High but mostly due to budgeted annual costs for mobile app & CMS system.
- *8700-Board Operations:* Budgeted annual costs for OnBoard portal and food/beverage/room rental for board meetings—since we aren't able to have at the Airport due to social distancing, we are having to pay for rental space. We negotiate with our preferred hotels when possible.

Private P&L:

Income:

- *5700-Destination Marketing Fee:* September collections have been invoiced and some have payments have already been deposited. Total of 39 invoices sent since beginning of August for July's collections. Down a little from where we projected to be but trending up with each month's collections. Good for hotels and good for us!
- *8350-RH PRT Events:* This line item will be over a little due to signage that has been purchased (and split between organizations) regarding the partnership and QR code for visitor information. The signage is placed throughout PRT facilities during events.

Expenses:

- Nothing new to report at this time.

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

CEO REPORT: *PRT Partnership:* Billy Dunlap went into detail about the partnership signage, which has a trackable QR code driving visitors to area restaurants and visitor information, at all of the PRT athletic facilities, as well as how we utilize Vizzy on the weekends at events. *DMF:* We are at 19 preferred hotels. Just added Courtyard by Marriott-Rock Hill and Microtel by Wyndham within the last month, and presented the program to Cambria-Rock Hill and TownePlace Suites-Fort Mill. We will be hosting a quarterly hotel meeting tomorrow with approximately 30 hoteliers attending. As far as collections: July-\$29,168; August-\$32,917; September-\$37,021...totaling \$99,106 but budgeted 106,251.

Smith Travel Research Report:

September 2020 (year over year)		
Occupancy: 53% (Down 17.5%)	Revenue: Down 22.7%	Average Daily Rate (ADR): \$72.82 (Down 16%)
Demand: Down 8%	Supply: Up 11.6%	

Overall, we're doing okay and a lot better than a lot of destinations, again thanks to sports tourism. *Strategic Plan Update:* Here's where we are within the first year of the three year plan:

- YoCo Cultural Trail: in the middle of planning but majority of the cultural locations are not open due to Covid-19.
- #YoCoLife: on hold due to Covid-19.
- Girls Battle at the Rock: Will host 7 games on Dec 10-11th at Rock Hill Sports & Event Center.
- Increase marketing efforts in feeder markets: Brianna and Elizabeth are working hard with mobile location data to target where the visitors are coming from.
- Industry Task Force to Identify Workforce/Hospitality Issues: Mallory is taking the lead on this initiative.
- Cross Country Course Development: Working with York County for course development at the Riverbend site.

Board: Chip is here as our newest board member. Amy Gonzalez will go before county council as District 2 seat. Starting process for seats coming available January 1, 2021. David Angel has been recommended for District 6. *YoCo Taste Trail:* Coming together for 2021—15 restaurants and will be rolling out in January. *Battle at the Rock:* Boys' Showcase will be Dec 3-5th, which will host 2 top 10 teams and #1 player from 2023 high school class. Girls' Showcase will be Dec 10-11th. The State Dept. of Commerce will allow 750 people in facility for both events. *Sales/Marketing Goals:* Staff goals are within OnBoard for viewing purposes. *Audit:* Charlie Redfern will be presenting the audit at our January meeting.

RESEARCH & MARKET ANALYSIS: Elizabeth Shanaman gave professional and educational background. She covered her plans for York County, which consist of harness hotel performance/visitor data and monitor internal performance. She then discussed 2019 Tourism Economics' report of South Carolina's County Contribution, Spending Ranking & Spending Growth. Elizabeth covered Event Economic Impact from Qtr. 1 (Jul-Sep) based on the Destinations International's Economic Impact Calculator: \$30million of direct spending and \$43million of indirect spending. Finally, Elizabeth discussed Hotel Performance and compared it to the 3 year average.

BUSINESS DEVELOPMENT: Mallory Snyder gave professional and educational background. She gave the board an idea of communities to reference for their business development campaign models. Mallory gave examples of breakdown of sponsorships and investment structure, as well as a timeline. Mallory discussed the draft version of the business development implementation plan that includes its own advisory board, which would include some of corporate sponsors. Billy thanked Mallory and further discussed how the tourism industry really touches the corporate community with quality of life aspects so this is a great natural fit.

OTHER/NEW BUSINESS:

President/CEO Evaluation Template: David Roberts explained the President/CEO Evaluation Form and explained how it ties into the strategic plan. He asked the board to review the evaluation template, provide revisions so it can be adopted at the January or February meeting.

York County Sports Hall of Fame: Billy mentioned he was approached to assume the control of the financials for the York County Sports Hall of Fame, which is held every two years. Billy let Brown Simpson, chair of the steering committee, speak to the board regarding the event and the stability Visit York County could provide the organization. Billy mentioned the logistics of the event would be a line item within the VYC budget (revenue and expense). The committee structures for the York County Sports Hall of Fame will remain. The Executive Committee brings this recommendation to the full board for approval since we are adding a line item to the budget. Vote was taken and all were in favor of assuming the control of the financials.

COMMISSIONER COMMENTS: David asked for comments: Andrea Cooper thanked everyone for the wonderful eight years she has had while serving on the board. Ron Miller echoed Andrea's comments and added that it has been a fantastic learning experience for him. He is grateful for his time on the board and is excited to see where Billy takes Visit York County. Billy ended the meeting by saying that he is thrilled with the staff he has in place and is excited for what's to come.

ADJOURNMENT: David Roberts adjourned the meeting at 9:08 am.

Rebekah Ardis, Scribe