

Rock Hill/York County CVB Board of Commissioners Meeting
Rock Hill/York County Airport
October 27, 2021 | 8:00am

MINUTES

PRESENT: David Angel, Denise Cubbedge, Amy Gonzalez, Sam Hall, Chip Hutchison, Shea Maple, Lisa Moseley, Cortney Peterson, David Roberts, Tommy Schmolze, Brown Simpson, Lamar Thompson, and Mark VanSickle

STAFF: Rebekah Ardis, Allison Cleveland, Kaylin Dettman, Billy Dunlap, Brianna Francis, and Mallory Snyder

GUEST: Christy Cox

CALL TO ORDER: Denise Cubbedge called the meeting to order at 8:03am.

APPROVAL OF MINUTES: Minutes from the September 22, 2021 meeting and the Special Called Meeting on October 12, 2021 were emailed prior to the meeting for review and approval. David Angel made a motion to approve the both sets of meeting minutes; Tommy Schmolze seconded the motion. No discussion. All were in favor.

TREASURER'S REPORT: Tommy Schmolze presented the P&Ls for the Public and Private accounts as information to the board.

Public:

- First quarter marketing reimbursements are still being compiled for *5300b-York County A-Tax*; *5103-Rock Hill A-Tax* and *5201-SCPRT Tourism Advertising Grant*. Hopeful to have complete by end of the month.

Private:

- *5700-DMF:* Still have about 7 hotels to report their September collections but currently sitting at \$62,000. Anticipating ending the month at approximately \$80,000.
- *8270-Visitors Center & Hotel Racks:* Expense is from purchasing 25 new Destination Guide racks for Preferred Hotels.
- *8323-Event Expense/Boating & Fishing* Only outstanding expense is from Major League Fishing's \$50,000 bid fee. This was an event that was recruited and planned when we thought the county was providing H-Tax dollars.

Overall, everything is in line with where we need it to be. The reimbursements on the public side are the most important at this time since we don't have the monthly hospitality tax income that we're accustomed to having. Motion to approve the Treasurer's Report was made by Brown Simpson; seconded by David Roberts. All were in favor. Denise welcomed Christy Cox to the meeting.

CEO REPORT: Billy Dunlap started with a *DMF Update:* He mentioned we have 25 hotels in partnership and September collections were approximately \$80,000, which puts us at 31% of our budgeted figure after three months. *Southeast Tourism Society's (STS) Connections Conference:* Staff attended the STS Connections Conference in Spartanburg and Kounter won the top culinary award for the 14 state region. *South Carolina Restaurant and Lodging Association (SCRLA):* Billy participated in a panel for their Marketing and Operations Conference. *City of Rock Hill Partnership:* Recently closed three-year deal with Adidas for 10-day girls' and boys' event with close to 100% overnight participation and close to a \$4 million event economic impact. It is the top Adidas event in the country with 90 elite level teams and 120 gold level teams. *USA Track & Field:* Awarded the State and Regional Meets for July 2022 at Winthrop University. *Destination Guide:* Moving forward and collecting advertising. New this year will be a Relocation Guide in the back. *2022 Taste Trail:* In the works and more to come soon. *No Room For Racism Classic:* 3-day game college basketball showcase on December 10-12—High Point vs SC State, Clinton College vs Edward Waters; Winthrop vs Carver College; South Carolina vs Florida State on ESPN2 at noon. There will also be a Friendship 9 exhibit unveiling and scholarship given during the showcase weekend. *SC*

Living Magazine: Mentioned the Friendship 9 cover and cover story of the magazine and how it is a prime example of a story pitched by our office. Great exposure for Kounter, Friendship 9 and the cultural history of Rock Hill. Denise asked Billy to explain what's the process for obtaining the Adidas event. Billy explained the process for booking an event and how it could take years to cultivate and actualize. Billy called on Mallory Snyder to explain the Workforce Development initiative that she spearheads. She discussed identifying employer challenges and needs within the hospitality industry and if they are aware of the resources that are available pertaining to workforce, as well as how we can assist with getting the resource providers and the hospitality industry employers together. VYC developed a partnership with SC Works and have had two meetings thus far that have connected hospitality owners/CEOs with resource organizations that can assist with finding employees. The second layer of workforce development is finding a short and long-term workforce solution. Explore Charleston launched a model last year to work with HBCU's Hospitality Consortium that brought 13 skilled talents into Charleston. We are looking at doing the same thing for York County tentatively from May-August 2022. While here the junior/senior year college students will also participate in a leadership development and civic development advancement to learn about York County on a weekly basis. This 10-week paid work experience/internship program will start next summer, and the hope is that they will return or continue within the hospitality industry in York County.

NEW BUSINESS:

- A. November/December Meeting:** Reminder that our next meeting will be our November and December combination meeting on Wednesday, December 8th. Executive Board will meet on Friday, December 3rd.

- B. Update on Future of Visit York County:** Billy filled the board in on the latest from the County Council's meeting. Denise thanked Christy Cox for attending again and shared they had some conversations and felt it best for everyone to be in the same room. Christy mentioned the county has met twice and want the organization to stay within the county. She attended the meeting to gather information and to learn more about Visit York County. Billy followed up with that we are now moving forward as Visit York County and will get back to long-term marketing plans. Denise asked that we talk about our financial position for the remainder of the year. Billy mentioned that pre-Covid, we were in a great position. When Covid hit, we had collected the majority of our funding due to it hitting in March. We then had about \$350,000 due to cutting back on marketing/advertising, events and travel. We spent the next three months paying only operational expenses. When putting together our FY22 budget, we knew it was going to be a tough year so we worked with our CPA to carry over our retained earnings to utilize and counted them the surplus as retained earnings and not income. We are now in a cashflow business with the hoteliers since DMF is now our primary funding source. There was brief discussion with Christy Cox to better understand each other's questions and concerns. Details of funding that is needed still needs to be discussed amongst both the county and VYC.

ADJOURNMENT: Motion to adjourn was made by David Angel at 9:31am.

Rebekah Ardis, Scribe