

Rock Hill/York County CVB Board of Commissioners Meeting
York County/Rock Hill Airport
October 26th, 2022 | 8:00am

MINUTES

PRESENT: Mark VanSickle, Laurie Helms, Lamar Thompson, Shea Maple, Lisa Moseley, David Roberts, Chip Hutchison, Brown Simpson, Denise Cubbedge, Courtney Peterson, David Angel (Zoom)

STAFF: Andy Clinton, Kaylin Dettman, Andrew Vinson, and Mallory Snyder

CALL TO ORDER: Brown Simpson called the meeting to order at 8:00am

APPROVAL OF MINUTES: Minutes from the September 28th meeting were emailed prior to the meeting for review and approval. David Roberts made a motion to approve, Courtney seconded the motion

TREASURER'S REPORT: Andy Clinton updated the board on the P&L. Visit York County is looking into the reimbursements from the municipalities. VYC has had enough spending at this point in the fiscal year to submit reimbursements from each municipality. The board will be given an updated budget at the January meeting to account for the changing expenses and revenues.

DESTINATION MARKETING FEE UPDATE: Andy Clinton gave the DMF update. VYC is continuing to see a positive trend from last year to this year. Room rates are climbing still which is helping the program. There has been a 24% increase total from last year. VYC is forecasting to go over the budgeted revenue as of October of this year because of the increases of DMF collections. The Holiday Inn comp rooms status was reported and how VYC must use them by the end of the fiscal year. Avid Fort Mill has been in contact with Allison Cleveland to discuss about joining the DMF program since their ownership was sold.

FINANCE REPORT: Andrew updated the board on how he has been saving monthly costs across the VYC office. VYC opened an accounts payable check card account for monthly vendors to help increase efficiency. VYC was refunded a 401k overpayment check as well. The board also was given an update on how the streamline process works for monthly bills; the board will see them on the credit card statement when signing the check. The board will still sign checks normally for payments on our website, event bids, data collection reports, etc. Andrew explained to the board the status of grants VYC has submitted for. David Roberts motioned to approve the finance report & Denise Cubbedge seconded the motion.

CEO REPORT: Andy met with Laurie Helms and David Angel the past month as well as John Taylor and Mark Sexton in regards to the Rock Hill/Visit York County partnership. Chuck Rey met with Andy as well to discuss Winthrop events in the future. Katherine Jones with York County Parks and Rec had lunch with Andy to discuss the future of cross-country events at Catawba Bend Preserve. VYC has started to look for David Roberts at large board seat. Porter Gable just needs to be sworn in January for the VYC board. Short term rental opportunities are becoming available with new regulations being made by the City of Rock Hill to help capitalize on a full economic impact report. Kaylin is now on maternity and VYC's previous intern Ben Neiconi is now contracted to help fill her role with social media and website postings.

MARKETING UPDATE: Mallory updated the board on website stats and target markets. Libra Marketing has done a great job through Visit York County's paid social media ads and posts. The board was presented with the new website video as well. VYC is on pace to break 1 million page views on our website as well. 72% of our website visitors are new users. Andy showed the board the USDGC event numbers with its economic impact reports.

EXECUTIVE SESSION: There was a motion to approve David Angel as the VYC Executive Board Treasurer. David Roberts made the motion, Courtney Peterson seconded the motion.

ADJOURNMENT: Brown Simpson adjourned the meeting at 9:10am

Jordan McCraw, Scribe