

Rock Hill/York County CVB Board of Commissioners
Rock Hill/York County Airport
September 25, 2019 | 8:00am

MINUTES

PRESENT: Billy Bolin, Joanna DiPastena, Laurie Helms, Dan Holmes, Ron Miller, David Roberts, Caitlin Rogers, Tommy Schmolze, and Brown Simpson

STAFF: Rebekah Ardis, Sonja Burris, Allison Cleveland, Andy Clinton, Billy Dunlap, Brianna Francis, and Jenny Waller

GUEST: Berkeley Young

CALL TO ORDER: David Roberts called the meeting to order at 8:00a.m.

APPROVAL OF MINUTES: Minutes from the August 28, 2019 meeting, which were included within the packets and sent out prior, were up for approval. Brown Simpson made a motion to approve the meeting minutes; Tommy Schmolze seconded the motion. All were in favor.

TREASURER'S REPORT: Dan Holmes presented the P&L to the board. *5000: Earned Revenues: 5491: Corporate Sponsorship:* \$1,000 is from Duke Energy for Annual Meeting. We have verbal agreements from other companies for approx. \$12,000 more and will be invoicing soon. *5506: SCPRT TAG:* \$30,268.57 will all be adjusted into FY19. *5600: Destination Marketing Fee Program:* \$101,565.08 has been invoiced from July-September. 6 hotels contributing for 2 months & 7 hotels contributing for 1 month. *8180: Books/Subscriptions/Reference:* \$2,200 was to pay Economic Impact Calculator invoice that should have been in FY19. *8220: Visitor Profile & Research:* \$19,600 will be adjusted back into FY19 due to check that was lost in the mail. *8275: Mobile Visitors Center:* \$2,640.01 is deposit for Vizzy's new wrap (poor quality initially). *8505: Website Design Time:* \$22,500 is from annual invoices for our CMS. *8586: Advertising/Billboard & Radio:* \$7,800 is from WRHI advertising and remaining will be spent on Pandora advertisements. As mentioned in prior months, the P&L will be off until the adjustments are received from the auditor. Motion to approve the Financial Statement was made by Tommy Schmolze; seconded by Laurie Helms. All were in favor.

CVB UPDATE:

President/CEO's Report: *DMF Update:* Billy recapped the DMF and mentioned that Cambria just opened and is now onboard, which makes 8 participating hotels. He will be cold-calling another 7 or 8 hotels in hopes to reach the goal of 12 hotels. *Annual Meeting:* is tomorrow night at 5:30-7:30 at Southern Charm Events. *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 Volleyball, Basketball (men's & women's) and Basketball. *NCAA Symposium:* Attended symposium in Indianapolis with Andy, which will allow us to bid on NCAA events. Found out we won a bid for 1 of the 4 sites for the *NCAA College Basketball Academy*, which is a partnership between us, City of Rock Hill and Winthrop University. The Top 600 athletes and a guardian will be in Rock Hill; they will eat/sleep at Winthrop and games will be held at the Rock Hill Indoor Sports & Event Center. *Battle of the Rock:* mentioned that the tournament will possibly be moving to a back-up location since the indoor facility isn't quite ready.

OTHER/NEW BUSINESS:

Social Media Policy: Billy reminded everyone of the social meeting policy that would be for staff and the Board of Commissioners. He reached out to Michael Kendree, County Attorney, for support of the policy and he had two

wording suggestions that were made. The new policy comes as a recommendation from the Executive Committee and therefore does not need a motion or a second. Discussion was held and Billy explained the two recommendations from Michael. Vote was taken to adopt the Visit York County Social Media Policy and all were in favor. Everyone is asked to initial each page, sign and return to Rebekah.

Board Officers for 2020: David Roberts announced the 2020 Executive Committee Slate to the board. Laurie Helms-President; Dan Holmes-Vice President; Denise Cubbage-Treasurer; Brown Simpson-Secretary; David Roberts-Past President. This also comes as a recommendation from the Executive Committee and therefore does not need a motion or a second. All were in favor in the vote.

Board Portal Software: Billy introduced the concept of utilizing a board portal software for board member information. Instead of getting a paper packet, as a board member you will log-in and get the monthly agenda, documents, reports, as well as policy/procedures and historical documentation. The software we decided on is with OnBoard by Passageways. This is the same portal software that Family Trust utilizes. Brown Simpson and Ron Miller both agree that it is very useful, convenient and great for confidential information. Rebekah Ardis will be the administrator. Billy stated it is budgeted money so doesn't need a vote but wanted to bring to the board for support. Ron Miller makes a motion that the board adopts OnBoard as their board portal for meeting documents. Laurie Helms seconded the motion. All were in favor.

Strategic Plan Update: Berkeley Young with Young Strategies presented and reviewed the 2020-2023 Strategic Plan for Visit York County. A motion was made to adopt the 2020-2023 Strategic Plan that was presented by Berkeley Young. Ron Miller seconded the motion. All were in favor. Berkeley reminded the board that the plan is a living document and will need to be updated over the years.

COMMISSIONERS COMMENTS: Annual Tourism Report is in board packet and will be revealed tomorrow night at Annual Meeting. No other comments were made.

ADJOURNMENT: David Roberts adjourned the meeting at 9:17a.m.

Rebekah Ardis, Scribe

NEXT MEETING

Wednesday, October 23, 2019 at 8:00am at the Rock Hill/York County Airport in Rock Hill