

**Rock Hill/York County CVB Board of Commissioners Meeting**  
**Cambria – Fort Mill**  
**September 23, 2020 | 8:11am**

**MINUTES**

**PRESENT:** Andrea Cooper, Denise Cubbedge, JoAnna DiPastena, David Grigg, Ron Miller, Cortney Peterson, David Roberts, Caitlin Rogers, Tommy Schmolze, 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 8:11am.

**INTRODUCTION OF STAFF:** Billy introduced the newest staff member, Elizabeth Shanaman, to the board. She will handle Research and Market Analysis for Visit York County.

**APPROVAL OF MINUTES:** Minutes from the August 26, 2020 meeting were included within OnBoard's meeting documents for review and approval. Brown Simpson made a motion to approve the meeting minutes; Tommy Schmolze 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.

**Private P&L:**

Income:

- *5700-Destination Marketing Fee:* 2 months of collections: 13 hotels in July and 11 hotels thus far for August collections. Billy added that we currently have 18 hotels participating in preferred hotel program. We are a little under in revenue of where we hoped we would be but still getting some hotels logistically set up.

Expense:

- *8350-RH PRT Event Expense:* Signage was purchased for awareness partnership & mobile app at PRT Facilities during events.

**Public P&L:**

Income:

- No new information since last board meeting. Audit has been delivered to Charlie and until adjustments are made, the P&L isn't completely accurate.
- Rebekah will be submitting first round of reimbursements at the end of the September/beginning of October.

Expense:

- *8410/8430-OED Golf Promotion:* A new adjustment for audit due to the invoice being sent after the end of the FY20. Rebekah will work with Charlie for it to be adjusted back into FY20.

Motion to approve the Treasurer's Report was made by David Grigg; seconded by Tommy Schmolze. All were in favor.

**CEO REPORT:** *Partnership:* Billy Dunlap mentioned that the City of Rock Hill PRT partnership is continuing to go well. With the partnership, as Denise mentioned, we have signage at their facilities that has a trackable QR code driving visitors to area restaurants and visitor information. An announcement regarding the partnership went out to and received national media exposure. Some of the data we are currently tracking is the percentage of visitors using preferred hotels. We are able to compile the data each week to report back to the hoteliers—in July 63% of all participants stayed in a preferred hotel and 77% in August. We are also able to prove that clientele of different sporting events has different opinions of what's important with where they stay. In FY19, we had \$38m economic impact compared to \$16.2m in just July and August 2020 with 37,000 room nights and 84,000 in attendance. This impact is contributed to the partnership with the City of Rock Hill. Discussion on how hotels are doing weekday versus weekend. Once again, we are extremely thankful for the sports tourism that is driving the weekend business.

*Board:* Billy mentioned that one of two of his recommendations have been approved by County Council. Chip Hutchison will fill Joel Hamilton's district seat after he's sworn in.

**PREFERRED HOTEL UPDATE:** Allison Cleveland updated the board on the Destination Marketing Fee Program (DMF) and Preferred Hotel Program. She covered how we merged the City of Rock Hill PRT's Host Hotel Program and the DMF program starting on July 1, 2020, as well as the reporting, invoicing and collection schedule for the 2% DMF fee. As a destination, Allison mentioned a major recruitment tool is the complimentary hotel room aspect for event organizers. She covered the process of securing rooms for the event with the organizer, what a housing bureau is, and how she works with them to guarantee hotel stays are within York County at Preferred Hotels. Allison discussed how hoteliers are kept up to date with how the money is being spent and results of being a Preferred Hotel. Lastly, she covered FY21 projections based on collections thus far.

**OTHER/NEW BUSINESS:**

**Nomination of 2021 Executive Board Officers:** David Roberts presented the Executive Board's recommendation of the slate for the 2021 Executive Board of Directors to the full board.

Laurie Helms, Past Chair  
Dan Holmes, Chair  
Denise Cubbedge, Vice Chair  
Brown Simpson, Treasurer  
Tommy Schmolze, Secretary

There was no discussion. Motion to approve the slate of officers was made by Andrea Cooper; seconded by David Grigg. All were in favor.

**COMMISSIONER COMMENTS:** David mentioned that Strauss Moore Shiple sent a letter of resignation from the Board of Commissioners effective immediately. Since her retirement from the Olde English District Tourism Commission, she has decided to enjoy her retirement in all aspects. Her service has been greatly appreciated and the tourism industry will certainly miss her.

**ADJOURNMENT:** David Roberts adjourned the meeting at 9:00 am.

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Rebekah Ardis, Scribe