

Rock Hill/York County CVB Board of Commissioners Meeting
Rock Hill/York County Airport
September 22, 2021 | 8:00am

MINUTES

PRESENT: Amy Gonzalez, Shea Maple, Cortney Peterson, Tommy Schmolze, Brown Simpson, Lamar Thompson, and Mark VanSickle

STAFF: Rebekah Ardis, Andy Clinton, Kaylin Dettman, Billy Dunlap, and Brianna Francis

GUEST: N/A

CALL TO ORDER: Brown Simpson called the meeting to order at 8:06am.

APPROVAL OF MINUTES: Minutes from the August 25, 2021 meeting were included within OnBoard's meeting documents for review and approval. Tommy Schmolze made a motion to approve the meeting minutes; Cortney Peterson 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 being compiled for 5300b-York County Accommodations Tax, 5103-Rock Hill Accommodations Tax, and 5201-SCPRT Tourism Advertising Grant. Fort Mill and York are on an October 1st-September 30th fiscal year cycle so wrapping up their FY Accommodations Tax documentation to submit. Nothing to report at this time on the expense side.

Private:

DMF revenue is coming in nicely. Just invoiced the hotels for month of August, which equates to \$76,588. Down a good bit from July's \$91,000 but still above monthly average that's needed to reach annual goal. Again, not much to report on expense side.

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.

CEO REPORT: Billy Dunlap started with a *DMF Update:* He mentioned we have 25 hotels in partnership and August collections were approximately \$76,000, which puts us at 23% of our budgeted figure after two months. *No Room For Racism Classic:* Press conference was held for the college basketball showcase. Great attendance and event. *SummerFest:* Kudos were given to Amy Gonzalez and the City of York on the fantastic SummerFest event. *Meetings:* Presented to Kiwanis Club, Sheppard's Center and was on Palmetto Mornings-WRHI regarding Fall Festivities. We hosted our Quarterly Hospitality Industry Meeting last week and are getting ready to kick off our Educational Employment Program/Internship/Apprenticeship with the assistance of Dr. Berkita Bradford of Virginia State's Hospitality Management department. She came and spoke at the meeting and will assist in vetting 10-12 students. Staff will be attending the Southeast Tourism Society's (STS) Connections Conference in Spartanburg next week. Had another good meeting with the Panthers to keep communications open for when they are ready to discuss types of events, capacities, etc. at their facility. *Sponsorships:* Kudos to Mallory for closing a \$20,000 deal with US Foods for the Foundation and Taste Trail for \$10,000/each. *OnBoard:* Decided with all of our unknowns, we will let OnBoard expire effect October 4th. *Executive Summary:* Billy then highlighted the Executive Summary since July 1, 2021, which consisted of 31 Events, 65,000 People in Attendance, Overnight %: 47%. He then went over Hotel Occupancy information from the month of August.

NEW BUSINESS:

- A. Certification of Deposit Withdrawal:** Tommy Schmolze told the board that since we are without a constant cash flow from the county, we are proposing to withdrawal the two certificates of deposits. One matures in February and the other in June so will have a small penalty to pay for the early withdrawal. The money will be set in savings accounts to utilize, as needed, as a line of credit. Penalty for the \$54,872 cd is \$121.59 and penalty for the \$259,046.25 cd is \$277.80. Mark VanSickle made the motion to approve the withdrawal as discussed. Lamar Thompson seconded the motion. No questions were asked and all were in favor.
- B. Update on Future of Visit York County:** Billy filled the board in on the latest from the County's Finance & Operation Committee. They voted to take the decision to the full council. City Council has given John Taylor the approval to move ahead as discussed. It was asked if there is anything the board needs to do. Amy asked if our budget is able to withstand the unknown? Billy said that we are operating as normal albeit cautiously until July 1st. Tommy Schmolze asked if there are any missed opportunities (advertising-wise) if we do not merge and continue as Visit York County and fortunately a lot of our advertising is done digitally and can be a fast turn-around. Lamar asked about the Board itself, Billy mentioned that until the County Council does anything we operate as normal. If anything changes with our ordinance, it will have to go through three readings with County Council. Amy asked if he had met with Clover yet regarding hospitality funding if there was a merge. Billy said they are the last municipality he has to meet with and so far, the other municipalities are good with continuing to support the organization. Billy still has to officially present at a couple of the city/town councils regarding the decision but does not foresee any issues based on meetings and conversations.

ADJOURNMENT: Motion to adjourn was made by Tommy Schmolze and seconded by Amy Gonzalez at 8:37am.

Rebekah Ardis, Scribe