

Rock Hill/York County CVB Board of Commissioners Meeting
York County/Rock Hill Airport
April 24, 2024 | 8:00 am

MINUTES

ATTENDANCE

- **Board:** David Angel, Elizabeth Bowers, Drew Corrigan, Amy Gonzalez, Laurie Helms, Natalie Hoekstra, Chip Hutchison, Shea Maple, Lisa Moseley, Brown Simpson, Lamar Thompson, and Mark VanSickle
- **Staff:** Allison Cleveland, Andy Clinton, Kaylin Dettman, and Courtney Peterson

CALL TO ORDER

Chip Hutchison called the meeting to order.

APPROVAL OF BOARD MINUTES

David Angel made a motion to approve the March meeting minutes; Brown Simpson seconded the motion. All were in favor.

APPROVAL OF TREASURER'S REPORT

Shea Maple provided some highlights on the budget, making note of the following relating to income: All municipality funding has been received except from the City of Rock Hill, which is expected soon. We have an additional \$87,500 from York County that should be received in the next couple weeks, putting us at a total of \$387,500 from York County this year. A check for \$82,000 from SCPRT is expected, and we are in the process of submitting the reimbursement materials for the remaining \$60,000. There is an expectation to receive an additional \$30,000 from new event grants that will bring us to a total of \$95,000. The main events noted were Rock the Winds Esports event, College Disc Golf National Championships, and a cheer event at Carowinds.

Courtney Peterson reported on the Destination Marketing Fee collections and noted the March collection figure of \$111,833.81 being a forecasted number due to 3 properties still to report. Total invoiced = \$954,032.11; Total Collected = \$932,293.18; Past Due = \$23,565.96. She shared an Occupancy of 58.2%, Average Daily Rate of \$96.47, and Rev PAR of \$56.16 for the month of March, an increase YOY. May numbers are anticipated being higher YOY, but we do know that some BMX riders are staying outside of York County and within short-term rentals. Laurie Helms shared that the average night stay is 10. There was conversation about the opportunity to collect from short-term rentals.

Shea continued in noting the following expenses: Salaries will come in under budget due to staff changes. We could incur an additional \$30,000 in expenses for design and construction costs to build out the digital kiosk in Kinglsey and downtown Fort Mill. The last payment has been made for the RHPRT partnership. We are still waiting for a large payment for destination guides. It was noted that we are in great shape overall and will plan to move forward with some additional expenses since we are over budget on several revenues – this includes a vehicle, marketing initiatives, partnerships, and future events).

The plan is to have \$100,000 in net operating income at the end of the fiscal year that will move to the money market account. The overage of \$100,000 comes from budgeting \$1,100,000 and collecting \$1,200,000 in Destination Marketing Fee. Shea concluded in sharing account balances of \$320,705 in First Citizens Operating and \$685,569 in Savings, with QuickBooks Operating at \$209,885. The funds within the savings account are currently earmarked for a lease buy-out in 4 years.

David Angel made a motion to approve the report as presented; Amy Gonzalez seconded the motion. All were in favor.

CEO REPORT

Andy referenced the Annual Report that had been distributed and will be shared with community stakeholders. He touched on a staff update which included a promotion to Director of Sales for Jordan McCraw, as well as the addition of Logan Elrod, who started as an intern and accepted the position of Digital Communications Manager. There has been research and discussions to grow the team, with the most immediate needs relating to destination services and PR/communications.

Andy continued to touch on organization engagement, including York County Government-related meetings with Watts Huckabee and Josh Edwards, the new County Manager, by way of Athens, GA and the Raleigh area. Andy also noted the CEO Summit he attended in Boston that provided great resources and knowledge. Andy and Drew participated in the Leadership Core Program through the Chamber's Leadership York County Organization. Andy and Allison presented to the Chamber's Leadership York County group. Andy noted several other community-focused events and meetings, including York County Sports Hall of Fame, Hospitality Day in Columbia, and Ag+Art Tour. There was conversation regarding plans for the digital kiosk in Kingsley, as well as downtown Fort Mill, specifically relating to the location and communication required on state and local levels.

Andy touched on marketing data and content that performed well. Social media continues to grow at a rapid pace and there was discussion as to the value of keeping social media in-house. Andy also touched on Phenom Hoops events that utilized facilities in York and Clover and shared the organizer's praises for staff who helped make the events successful. Andy also noted the partnership with Winthrop, Carowinds, and Comporium on Rock the Winds, and the College Disc Golf Championship.

Andy shared the FY25 Budget that will be submitted to County Government during the end of April. We are not guaranteed the requested funding, so the complete budget with actuals will be shared with the board in June. He made note of the current funding from the County being higher than what was initially budgeted due to our receiving some additional, one-off funding. Andy will be presenting at a Budget Workshop in a couple weeks to validate the request for \$450,000. David Angel made a motion to accept the proposed budget; Amy Gonzalez seconded, and all were in favor.

Andy touched on the destination branding process with Crawford that is moving forward. He noted the brand temple that will work for all three organizations. The main focus is the destination brand for the overarching brand, but we are having them look at our existing logo.

NEW BUSINESS

The frequency of board meetings was discussed. David Angel made a motion for the board to meet on a quarterly basis for 90 minutes for lunch; Amy Gonzalez seconded the motion. All were in favor. Because the meeting schedule is set by County ordinance, the County attorney will need to get involved and be approved by County Council. David added that other meetings may be scheduled as needed. There was conversation about rotating the location of the meetings to have an opportunity to support different parts of the county.

Andy touched on upcoming events that included the YoCo Brew Trail event on April 25, York County Sports Hall of Fame Banquet on May 1, and BMX Worlds May 12-18. He noted the visitor information tent that will be set up at BMX and the volunteer-related details. Laurie added that York County residents enter for free on May 18. Andy suggested that the May 20th Taste of Tourism event replace the regularly scheduled May board meeting. David Angel made the motion to leave the decision up to the CEO; Amy Gonzalez seconded the motion, and all were in favor. The event precedes the County Council meeting.

Brown Simpson encouraged everyone to attend the SC Strawberry Festival. Chip encouraged everyone to help in fostering relationships with County Council and other community stakeholders.

ADJOURNMENT

David Angel made the motion to adjourn at 9:05am.