

Rock Hill/York County CVB Board of Commissioners Meeting
York County/Rock Hill Airport
March 27, 2024 | 8:00 am

MINUTES

ATTENDANCE

- **Board:** David Angel, Ben Boyles, Drew Corrigan, Natalie Hoekstra, Chip Hutchison, Shea Maple, Lisa Moseley, Brown Simpson
- **Staff:** Andy Clinton, Kaylin Dettman, and Cortney Peterson

CALL TO ORDER

Chip Hutchison called the meeting to order.

CEO REPORT

Andy Clinton reported that everything is going as planned and there will be some purchases made that had not been budgeted due to unbudgeted income being received. He noted the need for a truck or SUV to allow for the transport of tents, sandwich boards, and other materials to events. Andy continued in sharing that the position for VP of Business Operations had been posted and resumes accepted, but the best decision was to go internal and hire Allison Cleveland who has been with the organization for 9 years. She will officially begin on April 1st. Staff is continuing to evaluate new positions, including another marketing position to help with content and social media.

Andy made mention of several noteworthy meetings and events he and/or others on staff attended. This included South Carolina 250 which celebrates the 250th anniversary of the Revolutionary War, York County Sports Hall of Fame, Olde English District, the Chamber's 6-month Leadership CORE program that he will be graduating from. Andy also met with Katherine Jones with York County Parks & Recreation to discuss progress with county's parks and budget highlights. He has a meeting scheduled with Watts Huckabee to continue to get updates from County Council. Andy referenced the County's new hire of a County Manager who comes from the Durham/Raleigh area and Athens, GA, both of which deal a lot with tourism. He has plans to meet with staff to work on piecing together the FY25 budget which will be presented at the April meeting.

APPROVAL OF BOARD MINUTES

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

APPROVAL OF TREASURER'S REPORT

Shea Maple provided some highlights on the budget, making note of the reimbursements from Fort Mill and York, and awaiting reimbursements from Rock Hill, Tega Cay, and Clover. He also noted a \$25,000 reimbursement being submitted for the STAR grant which will bring us up to \$90,000. Partnerships are still well over budget but will balance.

Cortney Peterson reported on the Destination Marketing Fee collections, with \$853,120.78 being invoiced, which is an increase over last year; \$752,276.93 of that has been collected. There is a past due balance of \$10,887.64. Cortney noted there being a couple of opportunities in adding new properties to our existing 25 participating properties. Chip added that \$1.1 million is still a good target and attainable with a strong May anticipated.

Shea continued in touching on expenses and mentioned some of the staff expenses being down due to changes of staff, which also increased the expenses associated with outsourced staff and interns.

There was some conversation pertaining to the purchase of a vehicle. David Angel made a motion for Andy and the Executive Committee to make a decision on buying a proper vehicle. Natalie Hoekstra seconded the motion.

The following account balances were referenced within the presentation: First Citizens Operating account at \$434,680; QuickBooks Operating account at \$279,165; and First Citizens Savings Account at \$683,250.

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

MARKETING UPDATE

Kaylin Dettman highlighted the YoCo Buzz email marketing initiative to reach residents and potential visitors sent every Thursday to 16,000 subscribers with a 55% open rate which is 14% above the industry average. Website page views have increased 87% calendar year to date with 401,000; 1.5 million is expected this year. She also noted 78,000 followers across all social media platforms, equating to a 23% increase YOY. Each platform has tailored content for their respective audience. Kaylin highlighted the tourism indicator chart that showed the growth of social media audience as well as referenced jobs within the hospitality industry and hotel revenue and demand. She noted the value of investing in in-house marketing.

Current marketing initiatives and collaborations were shared including partnering with influencers. Spring content began being pushed in January to get people excited. Kaylin also noted that Logan, our new intern, has been taking the reins on getting content for the YoCo Brew Trail and working with the breweries on a “Brew Day” collaboration. We are partnering with Hoppin’ to have a Brew Trail Launch Party with YoCo Brew Trail flights, trivia, and other activities on April 25th. Promotional materials are being provided to the breweries to utilize for their own marketing.

Kaylin also shared the investment in new CrowdRiff software for video editing that is indexed to Google and will pull up when people are searching online. David Angel stressed the importance of keeping marketing in-house and local.

RECRUITMENT & EVENTS UPDATE

Cortney Peterson highlighted an events recap for the month of February which included 25 events within York County with total attendance of 54,000 and 19,000 rooms sold, equating to a total economic impact of over \$12 million (an increase in total event spending YOY). Cortney noted top events for February and referenced upcoming events including College Disc Golf, Under Armour Basketball, and Rock the Winds at Carowinds. She also touched on BMX Worlds May 1-18 and the need for volunteers, as well as May 17th being a day when residents of York County can enter for free.

Cortney provided a snapshot of lead generation and noted the software that will streamline the sales process and allow for cleaner monitoring. She continued in highlighting another marketing tool called playeasy that Jordan will discuss further next month.

NEW BUSINESS

Andy noted a schedule of upcoming events that he will send out by email and encouraged board presence. The Taste of Tourism event will take place on May 20th before a County Council meeting, potentially replacing our May board meeting.

ADJOURNMENT