**Rock Hill/York County CVB Board of Commissioners Meeting**

**York County/Rock Hill Airport**

**February 22nd, 2023 | 8:00 am**

**MINUTES**

**PRESENT:** Brown Simpson, Chip Hutchison, Cortney Peterson, Amy Gonzalez (Zoom), Denise Cubbedge (Zoom), Lisa Mosely, David Angel (Zoom), Laurie Helms, Lamar Thompson, Porter Gable, Caitlin Rogers (Zoom)

**STAFF:** Andy Clinton, Kaylin Dettman, Andrew Vinson, Jordan McCraw, Mallory Snyder, Tori Gurley

**CALL TO ORDER:** Cortney Peterson called the meeting to order at 8:00 am

**APPROVAL OF MINUTES & ENTIRE CONSENT AGENGA:** Minutes from the January meeting were emailed prior to the meeting for review and approval. Laurie Helms made a motion to approve, Brown Simpson seconded the motion.

**TREASURER REPORT:** Chip Hutchison updated the board on budget line items due to changes in said line items. Insurance for Vizzy & property insurance were grouped together, and Jordan McCraw explained the events line item going overbudget with the opportunity of E-Sports in partnership with Winthrop University & Carowinds. Rock Hill & Fort Mill A-Tax & SC TAG grants have been submitted as well. Cortney Peterson made a motion to approve the treasurer report, Amy Gonzalez seconded the motion.

**CEO REPORT:** Andy Clinton informed the board of the people of interest for the At-Large board seat that is currently open. Andy also showed the board the meetings held by the VYC staff in the month of February and how VYC is keeping in touch with its local partners. VYC Staff also attended the SC Governor’s Conference that Mallory Snyder presented at with a marketing presentation. The Brew Trail Roundtable was referenced to show how VYC is staying involved with local partners to help make the lives of our breweries easier for delivery of their products. VYC also partnered with Slow Play Brewing to create the YoCo Buzz Beer that is intended to be sold at our breweries as well as restaurants that want to participate selling the beer. It is a honey whit beer that has honey from Clover / York incorporated into the ingredients of the beer to help give people a “taste” of York County. DMF was presented with VYC collecting about 80% of the expected revenue as of February 2023. A new hotel was also added with Motel 6 Fort Mill at Exit 90 Carowinds Blvd. It is a great new addition that can also help host events out in Clover & York that is also cost-effective for families when travel sports cost a family a lot of money. Allison Cleveland was announced as the Executive Director of Christmasville which in turn leads to Allison becoming a part time office administrator for VYC as well. Andy & Allison have completed the job description to replace Allison in VYC’s DMF program and will be looking to hire that position. Destinations International reports were shown to the board to showcase the status of VYC compared to other DMO’s in regards to staff size, salaries, & budgets. With that presentation, Andy explained that with the departures of past staff, current staff has backfilled internally different roles. VYC will be looking to bring on 2 full-time staff members to help backfill positions in the future.

**MARKETING UPDATE:** Kaylin Dettman & Mallory Snyder updated the board on their recent work with website updates of social media impressions, page views, and YoCo Buzz subscribers. New content was created with digital advertisements and an announcement of a partnership with CN2 News to help share the content from VYC with our local community. VYC has been highlighting Black-Owned businesses during Black History Month to help drive some foot traffic their way. VYC also nominated Chef Rob from Kounter in downtown Rock Hill for the SC Chef Ambassador Award which he ended up winning along with two other Chefs in SC. VYC created a press release and is excited that a state renowned chef is here in York County.

**EVENT RECRUITMENT:** Tori Gurley presented some football leads that he has been in contact with the board. Among those was the NextGen Stats Camp, Reese’s Senior Bowl, South Carolina Coaches Convention, Overtime, & Northwestern vs Providence Day. Each event helps with our current down times during the year to help boost those months that aren’t as productive from an event standpoint as April & July. Tori has been working in tandem with Jordan McCraw & Andy Clinton to help bring these events to local high schools and help embrace the culture of “Football City USA”. Jordan explained the top 10 events in the 2022 calendar year that was provided in last month’s packet. ACL World Championships, USATF Region 4 Junior Olympics, Adidas 3SSB, & Phenom Live Summer Havoc 1&2. Overnight percentages, total attendances, room nights sold, & direct economic impacts were shown and compared. Rock the Winds in partnership with Winthrop University & Carowinds has acquired more sponsors to help enlarge the prize pool and be a part of the event. Comporium, Mainstage Gaming Network, & Fiber Gaming Network have all contributed and helped create the event which is great to see from local businesses who are interested in E-Sports. Jordan also helped inform the board about some future events with expected room nights across the county.

**NEW BUSINESS:** VYC is helping empower their board members with information to help see about acquiring money from municipalities, that VYC can in turn use to help bring events & promote their area. VYC also announced the annual meeting at the Power House, board members should be expecting a “Save the Date” soon from staff.

**COMMISSIONER COMMENTS:** Brown Simpson mentioned Winthrop University trying to secure the SCHSL basketball championships for next year, explaining that he thinks Winthrop Coliseum is the perfect location for the event.

**ADJOURNMENT:** Cortney Peterson adjourned the meeting at 9:02 am

Jordan McCraw, Scribe