



Rock Hill Tourism Commission Meeting Minutes
February 16, 2022 | PRT Conference Room 373

Present: Connie Delaney, Wayne Holmes, Antonio Mickel, Betty Plumb, Letonia Gladden, Sharad Patel, Arvin Salvacion

Absent: none

Staff: Rebekah Ardis, Laurie Helms, David Linder, Lisa Nunez

Welcome & Call to Order: Betty Plumb, Chair (9:02 AM)

Approval of Minutes: January 19, 2022 minutes were emailed to the commission. Connie Delaney made a motion to accept; Sharad Patel seconded; all were in favor.

Old Business:

- **Master Plan Report:**

- Tourism Construction Update: David Linder
 - "Lake" Park (currently unnamed) on Lake Wylie will hopefully be completed by end of summer. Park will have non-motorized boat launch and will provide an opportunity for fishing tournaments, as well as other outdoor programming.
 - Working with Carolina Panthers to manage/program approximately 60 acres of their property with passive parks, amphitheater, and trails.
 - In beginning planning stages for the next regional park in Rock Hill, which will be approximately 70-100 acres with plans to be built in 2024-2025. Neighbors will have input on what they want included.
- Upcoming Events: David Linder
 - March 18-20, 2022 is BMX Carolina Nationals. Expected to be one of the largest Carolina Nationals events PRT has hosted.
 - Currently hosting volleyball tournament at the Rock Hill Sports & Events Center and soccer tournaments at Manchester Meadows.
 - Softball and other Spring tournaments will start in March.

New Business:

- **January's Event Economic Impact Report:** Rebekah Ardis

- Estimated direct event economic impact was almost \$5.78 million for January 2022. Monthly numbers are down Year Over Year because North Carolina had Covid restrictions still in place and we were able to capitalize on their cancelled events in January 2021. Overall, for January 2022 there were 9,853 room nights sold with 53% of participants staying overnight.
- Of the top 10 events for January 2022, the top four were volleyball tournaments.

- **2022-2023 Accommodations Tax Applicant Meetings:** Betty Plumb & Rebekah Ardis

- A brief recap of applicant meetings thus far was given.
- Reminder that even though the pre-application meetings are mandatory, only information submitted on the application should be graded by the Commission.
- Camp Canaan's request for road repair as their 2021-2022 Accommodations Tax grant reimbursement was discussed. It met qualifications for reimbursement.
- Letonia asked for the grant advertising to be posted to LinkedIn.

- **Applicant Scoring Review:** Betty Plumb

- Reviewed the new addition of Overall Quality of Application to the Scoring Sheet with Commissioners.
- Antonio asked if the sheet could be converted to an editable .pdf file for convenience. Sharad mentioned utilizing Excel spreadsheet as another option.



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- **Set Application Review Dates for March:** Laurie Helms & Rebekah Ardis
 - Commission was given proposed dates for grant application review.
 - Commission's final recommendations are needed before April 21, 2022, which is the first City Council workshop date.

- **Additional Comments:**
 - Congratulations to Antonio being appointed to Clinton College Development Board.
 - Visit York County leadership has changed and a send-off for Billy Dunlap will be February 24 from 3:30-5 PM.
 - Wayne had asked at the previous meeting if there was a list of what previous grant applicants were awarded versus what had been distributed. Rebekah provided a 5-year comparison sheet of the requested information.
 - Wayne asked what is the dollar allocation from 2021 collections that will be distributed to agencies for the upcoming grant cycle? Rebekah said that the unofficial amount (before interest and final calculations) is \$729,574.43, with the 65% agency distribution of that being an estimated \$457,973.38.
 - Laurie informed the Commissioners that applicants are supposed to make 10 copies of their application and that staff will make packets for them to pick up downstairs in City Hall Rotunda.

Executive Session:

- N/A

Adjournment: Having no further business, the meeting adjourned at 10:01 AM

Respectfully submitted,
Rebekah Ardis

Next Tourism Commission Meeting: Wednesday, March 16, 2022 at 9 AM
City Hall, PRT Conference Room 373