



**Rock Hill Tourism Commission Meeting Minutes**  
January 19, 2022 | Virtual Meeting via Zoom

Present: Connie Delaney, Wayne Holmes, Antonio Mickel, Betty Plumb

Absent: Letonia Gladden, Sharad Patel, Arvin Salvacion

Staff: Rebekah Ardis, Amanda Helms, Laurie Helms, David Linder, Lisa Nunez, Mark Sexton

**Welcome & Call to Order:** Connie Delaney, Chair (9:02 AM)

**Approval of Minutes:** September 15, 2021 minutes were emailed to commission. Betty Plumb made a motion to accept; Wayne Holmes seconded; all were in favor.

**Old Business:**

- **Strategic Plan Report:** Amanda Helms
  - PRT plan aligns with City of Rock Hill 3-Year Strategic Plan.
  - Utilize to track the economic impact and will share it on a quarterly basis.
- **Master Plan Report:** David Linder & Mark Sexton
  - Miracle Park is breaking attendance records; starting Phase II in summer, which will have additional recreation amenities and a retail business run by adults with disabilities. No plans to expand playground.
  - Reported on progress of park on Lake Wylie. Expect to have trail access and bathrooms completed mid-summer.
  - Parking at Rock Hill Sports & Event Center is still a challenge and is being worked on. Problem is congestion when overlapping in games or when everyone leaves at the same time. Staff tries to create breaks and stagger games in waves. Another deck will be added in late 2022. Cambria Rock Hill has designated parking for their guests. The Thread's parking lot is being used at same price point as deck. A shuttle was advertised and attempted but was not utilized by event visitors.

**New Business:**

- **Economic Impact:** Rebekah Ardis & David Linder
  - 182 Events in Rock Hill in 2021 with 44% of participants staying overnight.
  - Direct Event Economic Impact was \$65.5 Million.
  - 4 of the Top 10 event organizers were Accommodations Tax recipients.
  - Volleyball tournaments on weekends until the end of February
  - College basketball championship on February 28.
  - March 18-20, 2022 hosting BMX Carolina Nationals – which should be one of the biggest BMX events yet.
  - Construction on BMX track to meet UCI standards was completed in October.
  - New baseball organization will be at Cherry Park. Beginning in March, Manchester Meadows will be running league games with 20-40 teams almost every weekend.
- **Review of By-Laws:** Rebekah Ardis
  - Reminder that expenses for applications must meet 1 of 8 categories of the Tourism-Related Expenditures that attract or provide for tourists. These expenses cannot be used for items that would normally be covered by a municipality or county.
  - Also noted the five scoring criteria for applications: Tourism Promotion, Economic Impact, Growth Potential, Benefit to the City, and Overnight Impact.



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- **Applicant Meetings:** Rebekah Ardis
  - Discussed when to start meeting with interested applicants for the Accommodations Tax funding. Commissioners mentioned they enjoy meeting with the applicants prior to allowing them to apply. Betty noted last year they met with six to eight a day virtually via Zoom.
  - Last interested applicant meeting opportunity will be February 28, 2022.
  - Application Deadline is March 4, 2022 and has been heavily advertised thru social media, city website, news, as well as past applicant emails.
  - Connie Delaney mentioned it was helpful to receive emails of applications as they arrived, so they weren't inundated by all of them at once.
  
- **Meeting Dates:** Rebekah Ardis
  - Commission and staff agreed to stay with meeting on the third Wednesdays of the month, unless otherwise noted.
  
- **Election of Officers:** Rebekah Ardis
  - Connie recommended Betty as Chair; Wayne seconded.
  - Wayne accepted nomination to be Vice-Chair (1 year term); Connie seconded.
  - All voted in favor and was accepted as unanimous.

**Additional Comments:**

- Wayne Holmes asked where we are on the budget for collections from 2021. Staff has reached out to City Controller to collect the state A-Tax dollar amount and awaiting a response.
- It was discussed that commissioners should not discourage anyone who qualifies from applying. Since everything goes through City Council for final approval, staff encouraged the commissioners to make their best recommendations based on the applications that are received.
- Betty expressed concerned of some organizations not receiving much, if any, funding because they do not produce direct impact numbers like other applicants. She believes all applicants are important and should be scored on an even playing field.

**Executive Session:**

- N/A

*Adjourned: 9:45 AM*

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*Respectfully submitted,  
Rebekah Ardis*

**Next Tourism Commission Meeting: Wednesday, February 16, 2022 at 9 AM**  
*Virtual or In-Person to be determined.*