



Rock Hill Tourism Commission Meeting Minutes – Special Called Meeting
March 30, 2022 | Staybridge Suites

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

Absent: None

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

Welcome & Call to Order: Betty Plumb, Chair – Called the meeting to order at 9 AM and thanked Arvin Salvacion and Staybridge Suites for hosting the meeting and providing breakfast.

Mark Sexton welcomed the Commission and informed them that sports tourism is creating many room nights on the weekends, and Rock Hill Parks, Recreation & Tourism (PRT) has hired someone for weekday sales. They are set to begin on April 11. He also reiterated that once the Commission makes a recommendation on funding, City Council has the ultimate deciding vote.

Approval of Minutes:

Connie Delaney motioned to approve minutes from February 16, 2022. Sharad Patel seconded the motion. Connie Delaney motioned to approve minutes for March 16, 2022. Antonio Mickel seconded. Both votes were unanimous.

2022-2023 Accommodations Tax Grant Application Review

- **65% Tourism Related Fund:**
The Commissioners discussed the applications for the 65% Tourism Related Fund as a group. Some questions arose for staff to research.
- **30% Advertising/Promotions Special Fund:**
The Commissioners reviewed the plan proposed by staff for the 30% Special Fund. Connie Delaney made a motion to accept the plan. Letonia Gladden seconded the motion. The vote was unanimous to approve.

Additional Comments:

- Staff shared some information on the Adidas basketball event at the Rock Hill Sports & Event Center in early July. Staff will request that David provide more details about the event at the next meeting.
- Letonia Gladden attended the Arts Council's Blues and Jazz Festival and saw good numbers of attendees. Betty informed the group that they will be doing it again in October.
- Antonio Mickel said that he went to the BMX Carolinas National and saw his first BMX races. He complimented the hospitality suite.

Executive Session:

- N/A

Adjournment: Having no further business, the meeting adjourned at 10:07 AM

Respectfully submitted,
Rebekah Ardis

Next Tourism Commission Meeting: Wednesday, April 6, 2022 at 9 AM