



Rock Hill Tourism Commission Meeting Minutes
September 21, 2022 | Room 373, Rock Hill City Hall

Present: Wayne Holmes, Antonio Mickel, Sharad Patel, Betty Plumb, Arvin Salvacion | Absent: Connie Delaney
Staff: Rebekah Ardis, Laurie Helms, David Linder

Welcome & Call to Order: Betty Plumb, Chair – Called meeting to order @ 9:05 AM

Approval of Minutes: April 2022 and June 2022 meeting minutes were previously approved via email.

OLD BUSINESS:

Master Plan Report: David Linder

- Discussed the success of adidas 3SSB Championships, which generated an estimated \$9.9M direct economic impact from July 6-13.
- David reported on ESPN's Ocho Take-Over on ESPN2, which was held on August 5 at Manchester Meadows and Rock Hill Sports & Event Center. This event garnered 14+ hours of live entertainment with events such as Cornhole, Whiffle Ball, Axe Throwing, and Slippery Stairs.
- Fountain Park restrooms are on track to be completed by the end of October.
- Rock Hill Park, which will have a swimming beach, canoe/kayak launch, fishing, trails, and restrooms, is still in progress. Excited about the opportunity to host kayak fishing and other water events soon.
- Andrea Barnette is now in a tourism sales role for the department. She will be working to increase the tourism impact on Mondays-Thursdays.
- A conceptual meeting for the next Regional Park has been scheduled for input.

Monthly Report: Rebekah Ardis

- A brief overview of PRT's August 2022 Monthly Report was given.

Economic Impact: Rebekah Ardis

- Data from the year-end Fiscal Year 2022 and the August 2022 Event Economic Impact report was provided to Commissioners.
- Rebekah reported that in August 2022, PRT created a tourism direct economic impact of \$10,598,393 from 15 events.

NEW BUSINESS:

Commission Members: Betty Plumb & Laurie Helms

- Betty announced the resignation of Letonia Gladden. There was a conversation about the guidelines required for filling her vacant seat.
- Laurie will send out the application link to the Commissioners.

2021-2022 Accommodations Tax (ATAX) Project Reimbursements: Laurie Helms

- Laurie mentioned that agency reimbursements are going well and to anticipate a reallocation vote of the remaining dollars at the next meeting.

2023-2024 ATAX Applicant Workshops: Laurie Helms

- Laurie reported that we will be reverting to a workshop format for those interested in applying for future Accommodations Tax, ideally one for returning applicants and one for new applicants.



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2022-2023 ATAX Applicant Project Updates: Laurie Helms

- Laurie asked Commissioners for suggestions of guests to invite to present at Commission meetings or if there are any field trips they wish to take for the Fall/Winter.

ADDITIONAL COMMENTS: N/A

Adjourned: 10:17 AM

*Respectfully submitted,
Rebekah Ardis*

Next Tourism Commission Meeting: Wednesday, October 19, 2022 at 9 AM – City Hall Room 373