



ROCK HILL/YORK COUNTY CONVENTION AND VISITORS BUREAU BOARD OF COMMISSIONERS' MEETING

Rock Hill/York County Airport | Wednesday, December 6, 2017 | 8:00 a.m.

- **CALL TO ORDER** Andrea Cooper
- **APPROVAL OF MINUTES** Board
- **TREASURER'S REPORT** David Roberts
- **STAR REPORT** Jason LaBarge
- **CVB UPDATE**
 - **Funding Update** Auviss Cole
 - Tega Cay Council Presentation
 - January 16th
 - "NEW" CRM Rollout Begins Auviss Cole
 - SimpleView replacing IDSS
 - "NEW" AD Campaign Sonja Burris
 - There is an "Art" to planning perfect trip in York County
- **PARTNERS IN TOURISM REPORT** Martin Lane
- **OTHER / NEW BUSINESS**
 - Audit Update Auviss Cole/Rebekah Ardis
 - Marketing Strategic 18-19 Plan Update Staff
- **ADJOURNMENT** Andrea Cooper
- ****EXECUTIVE SESSION BEGINS | FULL BOARD**** Andrea Cooper
 - Personnel issue regarding the Executive Director

NOTES: _____

CVB BOARD OF COMMISSIONERS' MEETING
Wednesday, January 24, 2017 | 8:00am Rock Hill/York County Airport