



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

Rock Hill/York County Airport | Wednesday, October 25, 2017 | 8:00 a.m.

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| <ul style="list-style-type: none"> • CALL TO ORDER • APPROVAL OF MINUTES • TREASURER'S REPORT • STAR REPORT • CVB UPDATE <ul style="list-style-type: none"> ○ Communications <ul style="list-style-type: none"> ▪ New Visitor Guide & Promotional Videos ▪ Future Website Enhancements <ul style="list-style-type: none"> • Things To Do Tab • 10 Things Under \$10 • 10 Things For FREE! ○ Destination Marketing Accreditation Program ○ New Ambassador Plan <ul style="list-style-type: none"> ▪ Outreach Committee ▪ Visit York County Street Team ○ New Board Member Retreat ○ Database Management System <ul style="list-style-type: none"> ▪ Simple View—Customer Relationship Management (CRM) • OTHER / NEW BUSINESS <ul style="list-style-type: none"> ○ <i>ConventionSouth</i> Readers Choice Award ○ Game On Facility in Tega Cay ○ Restaurant Week—January 11-21, 2018 ○ Board Attendance <ul style="list-style-type: none"> ▪ Councilmember Michael Johnson's letter • PARTNERS IN TOURISM REPORT • ADJOURNMENT • **EXECUTIVE SESSION FULL BOARD** | <p>Andrea Cooper
Board
David Roberts
Jason LaBarge

Sonja Burris

Rebekah Ardis
Auviss Cole

Staff/Board
Auviss Cole

Auviss Cole
Auviss Cole
Auviss Cole
Andrea Cooper

Dianne Heuvelmans
Andrea Cooper
Andrea Cooper</p> |
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