

Board of Directors Meeting Minutes

Chamber Boardroom

September 23, 2020 - 9:00 am

Attendees: Stuart Butler, Pablo Chavez, Tracy Conner, Kenny Generette, Mike Hagg, Radha Herring, Alex Husner, Matt Klugman, Theresa Koren, Steve Mays, O'Neil McCoy, Seth McCoy, Billy McGonigal, Ryan Moore, Monty Morrow, John Rowe, Samantha Slapnik, Amy Stevens, Robert Stinnett, Atiya Stokes Brown, Alicia Thompson, Tom Tse,

Absent: Jamie Broadhurst, Ben Vukov

Guests: Ulitza Kronemeyer, LGS

Staff: Karen Riordan, Diana Green, Cindy Gettig, Jimmy Gray, Scott Schult, Randy McKeel, Bob Harris, Diane Charno, Rebecca Edgar

Call to Order / Approval of Minutes

Steve Mays, Chairman, called the meeting to order at 9:05 a.m.

The August 26, 2020, meeting minutes were reviewed. Alex Husner made a motion to approve the August 26, 2020 minutes as presented. John Rowe seconded the motion, which passed upon a unanimous vote.

Presentations:

Karen Riordan discussed the results of the Board survey for the purpose of identifying key areas that need to be addressed in a 2- year plan. Top priorities were identified within the following categories:

- Community Building
- Legislative Advocacy
- Diversity, Equity & Inclusion
- Destination Marketing
- Sales
- Member Investor Relations
- Revenue Management
- Internal Development

Division Reports

Business Development:

Billy McGonigal presented 9 new member investors for approval. Upon a motion made by Matt Klugman and seconded by Ryan Moore, all new members were approved by a unanimous vote.

Diversity, Equity & Inclusion:

Atiya Stokes-Brown reported for the DE&I Council. The EVOVLE educational sessions have been well attended and will continue with more upcoming courses. An assessment survey will be sent to attendees to determine future topics. Board members were encouraged to view and promote the series of webinars.

Finance:

John Rowe reviewed the Consolidated Financial Statement for the period ending August 2020. Total nonrestricted revenues are up \$21,000, which is in line with the revised budget adopted in August. Total revenues have a \$1.1M positive variance due to grants. Total expenses were down \$1.8M for the month of August.

Randy McKeel reviewed the Consolidated Statement of Financial Position, noting that there is \$17.7M total cash in the bank.

John Rowe called for a motion to ratify the e-vote taken on September 15, 2020 to close and dissolve the Myrtle Beach Commerce Center. Upon a motion made by O'Neil McCoy, and seconded by Billy McGonigal, the e-vote was ratified by a unanimous vote.

John Rowe presented the 2021-2022 Tourism Investment Program pricing. The FRC voted unanimously on a hybrid pricing model for TIP partners with one-year and two-year payment options and reductions at each partner level. The tier up approach will offer good value to investors and allow the Chamber to work with its partners as the economy gradually rebounds. There will be a deferred payment option for all TIP categories, with no payments for 6 months.

Upon a motion made by Stuart Butler and seconded by Alex Husner, the TIP 2021-2022 hybrid pricing model was approved as recommended by the Finance Review Committee.

Marketing:

Stuart Butler reported that marketing has shifted into the fall campaign. Group travel is still a challenge, but the team continues to encourage lodging partners to promote responsibility.

Advocacy:

Radha Herring informed the group that the Advocacy Council will be voting on the MBACC's 2021 Legislative Priorities at the October meeting. The team is working with legislators and GSBA to secure direct support for tourism and small businesses.

Nominating Committee:

Matt Klugman presented the slate of Board member nominees as recommended by the Nominating Committee. Tracy Conner and John Rutenberg have filled 2 vacant seats for the remainder of 2020. Upon a motion made by Alicia Thompson and seconded by Ryan Moore, the board unanimously approved appoint Tracy Conner and John Rutenberg to 3-year terms beginning January 1, 2021.

Ryan Moore made the motion to accept the slate of nominees as recommended by the Nominating Committee to serve 3-year terms beginning January 1, 2021, to wit:

Rachel Beckerman
Woody Brownson
Alberto Samedei
Eileen Soisson
Ryan Swaim
Heidi Vukov

The motion was seconded by Billy McGonigal and passed upon a unanimous vote. The board nominees will be submitted to the membership for a 30-day period and a final vote will be taken at the October meeting of the Board of Directors.

Stuart Butler nominated Billy McGonigal as Board Chair for the year 2021. John Rowe seconded the motion and a unanimous vote was taken. This nomination will be submitted to membership for a 30-day period and a final vote will be taken at the October meeting of the Board of Directors.

CEO Report:

Karen Riordan reported that the fall sports season is strong. There have been no cancellations and some events that were cancelled earlier in the year have been rebooked. The sports community continues to meet monthly and attend virtual shows.

ESPN will be moving all basketball teams to Orlando and will no longer host the Myrtle Beach Invitational. The marketing team is looking at possible advertising at the event in 2020.

The Director of SCPRT submitted a request to the Joint Bond Review Committee for \$40 M relief for tourism in South Carolina. The request was denied, however, Governor McMaster has put forth a request for \$20 M.

The MBACC continues to support the City's beautification efforts by supplying banners and hanging flower baskets. Senator Luke Rankin requested an opinion from the SC Attorney General regarding permitted uses for TDF funds. The attorney general reiterated that those funds can only be used for out of state marketing promotion. A meeting with the city will take place next week to resolve the A-tax agreement and the City Council will vote soon on a resolution to renew the Chamber's Destination Marketing Organization designation.

The lodging metrics task force recommends partnering with KeyData as the provider of real time vacation rental market data & benchmarking for the short-term rental industry.

The TIP Task Force made the recommendation to partner with Bandwango to create an experience pass for TIP participants. The passes will not offer discounts on services. Rather, they will give holders incentive to visit partner businesses and receive prizes.

Stuart Butler made a motion to move forward with a 3-year contract with Key Data and 2-year agreement with Bandwango. Alex Husner seconded the motion which passed upon a unanimous vote.

The 2020 Board retreat will take place in MB as a hybrid meeting November 10-13th.

Chair Report:

Steve Mays noted that the TDF and A-Tax agreement discussion has been ongoing with the City of Myrtle Beach. The clarification by the Attorney General on the use of these funds was helpful in making certain that all parties understand those uses.

Upon a motion made by John Rowe and seconded by Stuart Butler, the meeting adjourned at 11:00.