

Board of Directors Meeting Minutes

Chamber's Boardroom

January 17, 2017 ~ 9:00 a.m.

- Attendees:** Todd Setzer, Radha Herring, Helen Benso, Sabena Dayton, Billy Huggins, Hugh Huggins, Bryan Lewis, Carla Schuessler, Julia Singleton, Kenny Generette, Terrance Herriott, Alex Husner, Andy Milovich, Patrick Norton, John Sawyer, Chris Shroff, Ryan Swaim, Cindy Hull, Richard Singleton, Jim Powalie, David Nelson, Matt Klugman, Nora Mason, Ralph Byington, Ken McKelvey
- Guests:** Wynn Godbolt
- Staff:** Brad Dean, Kathy Richardson, Jim Wright, Diana Greene, Cindy Ott, Kim DaRoja, Scott Schult

Call to Order / Approval of Minutes / Public Input / Presentations-Awards

Todd Setzer called the meeting to order and welcomed all members. He then asked all members to introduce themselves. The December 9, 2016 meeting minutes were then approved.

Division Summary Reports

Jim Wright reported for the Finance Review Committee stating the Accounting Division is in the process of closing out FY2016 and preparing for the annual external audit. He expects to have an audit report to present at the March 21st meeting. He also stated he will present information on board designated reserves during the February 21st meeting.

Carla Schuessler reported there are 19 new member prospects and asked the board to review the slate of members as presented. After board review, Ken McKelvey made a motion to approve the proposed new members. The motion was seconded and it was then approved by all board members present. Carla also reported there will be a 2% dues increase for 2018. Lastly, Carla reported that the membership division Chairs and Vice Chairs met to set committee meeting dates.

Sabena Dayton reported for the CVB Group Sales Committee stating that through November 30, 2016, 1001 leads were generated, resulting in a positive pace of 98% of year-end goal of 1,025 leads. Definite room night production of 261,601 exceeded the year-end goal of 230,606 room nights, resulting in +13% YTD. Lastly, she reported that 66 prospects have resulted in 43 definite bookings and assists and 56 site visits have resulted in 30 definite bookings with an overall conversion rate of 54%.

Richard Singleton reported for the Marketing Council stating the council had not met, but we're heavily into promoting the annual Beach House giveaway sweepstakes and elevating awareness for our vacation rental industry. He stated the Spring TV campaign will launch on February 13th in more than 70 markets plus Cable and Toronto will launch a week earlier to help drive Porter Air's non-stop spring flights into Myrtle Beach as well as Can-Am days. Lastly, he stated PR efforts are going strong and we'll be in New York next week to conduct the first media mission of the year and will also attend International Media Marketplace for the first time with 200 quality writers.

Billy Huggins reported for the Legislative Policy Council stating the council's first meeting is scheduled for January 20th. He also reminded everyone of the upcoming Legislative Reception on Tuesday, January 24th.

Brad Dean discussed a potential regulatory issue related to the SC courts being asked to intervene and potentially void timeshare sales contracts in the event of a challenge by the purchaser. He suggested

submitting an Amicus Brief to the court on the matter. After further discussion, the Chair asked staff to move forward on the brief and discuss the progress of this issue at a future meeting.

CEO Report – Brad Dean

- Reviewed the 2017 organizational goals
- Provided an update on two Sr. Staff positions; EVP Finance & Director of Marketing
- Provided an update on I-73 stating a permit is anticipated in the next few months and a meeting with Chairman Wooten and the State Treasurer is in the works.
- Provided an update on the CVB Funding Model stating the task force has a general concept and staff are reaching out to stakeholders in all industry sectors for their input.
- Discussed legislation to be filed related to non-profit who receive public funds and public reporting.

Immediate Past Chair Report – Radha Herring

- Reminded everyone of the upcoming Legislative Reception on Tuesday, January 24th and encouraged everyone to attend.

Chair Report – Todd Setzer

- Stated his #1 goal for 2017 is the CVB funding model and the sustainability of the chamber in future years. He also stated that continued work on disaster recovery will also be on the forefront of his efforts during his term.

Directors Comments

- None given

A motion was made to adjourn the meeting.

/kr