

Board of Directors Meeting Minutes

Chamber's Boardroom

January 29, 2016 ~ 9:30 a.m.

Attendees: Radha Herring, Jim Creel, Jr., Wayne Morris, Todd Setzer, Phil Vassar, Helen Benso, Tony Cox, Sabena Dayton, Billy Huggins, Hugh Huggins, Bryan Lewis, Carla Schuessler, Julia Singleton, Charlie Bradshaw, Kenny Generette, Terrance Herriott, Alex Husner, Julie Kopnicky, Nancy Lee, Steve Mays, Andy Milovich, Patrick Norton, John Sawyer

Guests: Karen Holck, Michelle Kerscher, Buzz Plyler

Staff: Brad Dean, Kathy Richardson, Jim Wright, Diana Greene, Cindy Ott, Kim DaRoja, Scott Schult, Susan Phillips, Seth Holek

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

Radha Herring called the meeting to order and welcomed all members. The December 11, 2015 meeting minutes were then approved.

Karen Holck spoke on behalf of the 5 Points Business Association thanking the Chamber Board for their support of the holiday lights display in the 5 Points area.

Michelle Kerscher & Buzz Plyler spoke on behalf of the Oceanfront Merchants Association discussing their efforts to bring back the Sun Fun Festival and requesting the use of the Sun Fun Festival name to aid in that effort.

Division Summary Reports

Jim Wright reported for the Finance Review Committee stating the Accounting Division is in the process of closing out FY2015 and preparing for the annual external audit. He expects to have an audit report to present at the March meeting. He also provided 2015 preliminaries stating the Chamber should be well positioned in 2016.

Todd Setzer reported there are 25 new member prospects and asked the board to review the slate of members as presented. After board review, Phil Vassar made a motion to approve the proposed new members. Tony Cox seconded the motion and it was then approved by all board members present. He also reported that Membership staff is currently working on 2016 Committee dates.

Phil Vassar reported for the Marketing Council stating the VisitMyrtleBeach.com site received 11.8 M unique visits and 8.7 M referrals in 2015. He also reported \$164.1 M in advertising equivalency value and 1.7 B impressions in 2015.

Tony Cox reported for the Legislative Policy Council stating the council's first meeting is scheduled for February 19th.

Brad Dean & Radha Herring discussed the Oceanfront Merchants Association's request to use the Sun Fun Name. Brad will discuss all options available with OMA and report his findings back to the Board at a future meeting.

CEO Report – Brad Dean

- Discussed the positive ruling in the final outcome of a trademark challenge
- Discussed the City of Myrtle Beach's initiative to tackle serious crime within the city
- Discussed money transfers in Horry County
- Reminded all of the upcoming Strategic Destination Assessment taking place January 20 & 21
- Discussed the SCPRT Budget hearing and efforts to secure beach renourishment funding

Chairman Report – Radha Herring

- None given

Directors Comments

- None given

A motion was made to adjourn the meeting.

/kr