

Diversity Council Meeting Minutes

October 27, 2016

Council members present: Carla Schuessler, Tim McCray, Yvette Jefferson, Andre Bellamy, Randall Coleman, Tiffany Andrews, Lisa Coombs.

Staff present: Diana Greene, Cindy Gettig, Kema Faulk, Kori Hippe, Keith Pierce, Amanda Blomquist.

The meeting was called to order at 9:05 a.m.

I. **Welcome & Introductions**

Carla Schuessler called the meeting to order and let the council know Terrance Herriott sends his regrets for missing the meeting. She thanked the council for their participation this year.

II. **Business Diversity Awards**

Cindy Gettig provided the council the two awards proposed for the chamber's Annual Meeting. The Champion of Diversity Business Award and the Champion of Diversity Individual Award.

Tiffany Andrews moved to approve, second by Yvette Jefferson.

Schuessler asked if organizations or nonprofits could submit for the business award. Cindy said we do have a separate nonprofit award. Gettig and Diana Greene said a nonprofit could apply.

Andrews asked how the winner would be chosen.

Gettig explained all the nominations are given to our past presidents who vote on the winner.

Diana Greene said she hopes the committee will help reach out to the committee to get people to submit for the award because often we don't get too many submissions.

Andre Bellamy asked if the past presidents ever attend the meetings to understand the feeling of what would call the individual or group to receive the award. He said there are probably discussions in this room that the past presidents aren't privy to. He asked what the purpose of this group is if it isn't part of the process in choosing the winner.

Andrews asked if the past presidents are a diverse group.

Greene suggested the council ask the board to allow the committee to be involved in the final process.

Schuessler asked if when the awards are submitted to the board, that the council be able to review the submissions and make a recommendation to the past presidents.

The motion was approved as amended.

III. **AAF Event**

Tiffany Andrews told the council about an event with the American Advertising Federation coming in December. It will be a breakfast at the Dunes Club with lobbyist Clark Rector.

IV. Chamber Update

a. Marketing

Keith Pierce told the council the department is looking to 2017 and likely will be rethinking some of their outreach. He said the marketing update will be held in December. He said a campaign about the beach being open for business after the hurricane just concluded and he was please the message seemed to resonate so quickly.

b. Membership

Kori told the council about upcoming Chamber Academy classes including Nov. 20 What Can Dew Do for you? Dec. 8 Who, What, When & Where of Minority Certifications. She said we had about 18 people attend a class on federal contracting, and had about 20 people attend a class held by the SBA. Council members can visit ChamberAcademy.com for more class information.

Kema Faulk told the council about upcoming networking events including the Legislative Luncheon, Christmas Towne, the chamber and MBAHA Holiday Mixer, the 2017 Member-to-Member Expo and the Grand Strand Legislative Reception. The council asked to have a table at the Legislative Luncheon. Kema said she would reserve one for them.

V. Input from council

Randall said he attended the Jazz Festival and Seafood Festivals and thought the attendance seemed good and said he was pleased with the mixture of people.

The council asked for the list of minority businesses within the chamber. Amanda Blomquist will send.

Jefferson told the council about Each1 Teach1 at Coastal Carolina University where college students mentor high school students in a summer program.

The meeting adjourned at 9:52 a.m.