

Board of Directors Meeting Minutes

Chamber Boardroom

October 28, 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, John Rowe, John Rutenberg, Samantha Slapnik, Amy Stevens, Robert Stinnett, Alicia Thompson, Tom Tse, Ben Vukov

Absent: Jamie Broadhurst, Atiya Stokes Brown

Guests: Stewart Colovin, MMGY Global

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 9:00 a.m.

The September 23, 2020, meeting minutes were reviewed. Tracy Conner made a motion to approve the September 23, 2020 minutes as presented. Mike Hagg seconded the motion, which passed upon a unanimous vote.

Presentations:

Stewart Colovin, with MMGY Global, shared the branding presentation that was created by their team based on 4 key insights derived from their research over the past year. The theme of the presentation was that the Grand Strand is comprised of several unique beach communities and there is something for everyone as a destination. Different community groups will view the presentation throughout the week and the next steps for the evolution of the campaign will be determined.

Division Reports

Advocacy:

Radha Herring reported that the Advocacy Council met on Monday, October 26 for the last meeting of the 2020 calendar year. The Council discussed and voted on the MBACC 2021 Legislative Priorities. These priorities will now be sent to the board for approval at the December meeting. The advocacy team continues to work with the Governor and state agencies on the rollout of the new Small Business, Minority and Nonprofit grant programs.

Business Development:

Billy McGonigal, Business Development Committee, Chair, presented 13 new member investors for approval. Upon a motion made by Tracy Conner and seconded by O'Neil McCoy, all members were approved upon a unanimous vote.

The Chamber annual meeting that was set for December and has been rescheduled to April 1, 2021.

Finance:

John Rowe reviewed the consolidated financials and statement of activities for the period ending September 2020. The net asset increase is \$3M over budget and total cash in the bank is \$18M.

Nominating Committee:

Eight nominees for 2021 Board of Directors were approved in the September 23, 2020 regular meeting of the Board of Directors. The slate of nominees was submitted to the membership for a 30-day period. There being no correspondence received from the membership, the slate of new Board members was presented for a final vote:

Rachel Beckerman
Woody Brownson
Alberto Samedei
Eileen Soisson
Ryan Swaim
Heidi Vukov
John Rutenberg
Tracy Conner

Seth McCoy made a motion to approve the slate of nominees as presented to serve 3-year terms beginning January 1, 2021. Seconded by Alex Husner, the motion passed unanimously.

William McGonigal was nominated as the Chairman of the Board in the September 23, 2020 regular meeting of the Board. His nomination was submitted to the membership for a 30-day period. There being no correspondence received from the membership, Mr. McGonigal's nomination was presented for a final vote. John Rowe made a motion to elect William McGonigal to serve as the 2021 Board Chairman for Myrtle Beach Area Chamber of Commerce. Seconded by Seth McCoy, the motion passed upon a unanimous vote.

Marketing:

Stuart Butler reported that the SCPRT recovery grant funds were recently received. A portion of these monies can be used for extending 2020 creative assets. Marketing team continues to drive recovery advertising with upcoming holiday campaigns. The TIP 2021-2022 funding model has been well-received.

CEO Report

The CVB Media Buying Agency RFP was issued on August 10, with 16 proposals received by the deadline. Five finalists were given specific areas to cover and projects to present. The media buying RFP task force voted to move MMGY Global forward as their recommendation for the media buying agency of record.

Billy McGonigal made a motion to accept the task force recommendation and approve MMGY Global as the media buying agency of record. Seconded by John Rutenberg, the motion passed upon a unanimous vote.

The 2024 NCAA Division Men's & Women's track and field event will take place in Myrtle Beach with 600 athletes participating from all over the country. Two tournaments were able to relocate to Myrtle beach after being cancelled in North Carolina due to reopening restrictions. The Myrtle Beach Invitational will not be moved to Orlando as previously announced by ESPN. An extension of our agreement will be discussed and we will push to bring the event back to Myrtle Beach in 2021. The Myrtle Beach Bowl is still currently planned to take place in December 2020.

Efforts are underway for Key Data to begin connecting with CVB partners in an effort to bring them on board with lodging data collecting. The Clay Brittain Jr. Center for Resort Tourism at Coastal Carolina University will continue to collect data through December until full transition is made to Key Data.

The MBACC sent a letter to all Horry County Council members encouraging them extend the mask ordinance; however, Council voted to end the county mask ordinance on October 31.

Chair Report

Steve Mays informed the group the Monty Morrow resigned his seat on the Board. Mr. Mays then nominated Clay Brittain to serve the remainder of the seat term until the end of 2021. Billy McGonigal made a motion to appoint Clay Brittain as the replacement member for the current term to end 2021. Seconded by O'Neil McCoy, the motion passed upon a unanimous vote.

Matt Klugman stated that there were many challenging decisions that had to be made on how to move forward with marketing efforts throughout the pandemic. He thanked the team for moving the destination into a better position to rebound.

Adjourn

Upon a motion made by John Rowe and seconded by Billy McGonigal the meeting adjourned at 10:25.