

Board of Directors Meeting Minutes

Chamber's Boardroom

November 21, 2017 ~ 9:00 a.m.

Attendees: Todd Setzer, Bryan Lewis, Carla Schuessler, Alex Husner, Patrick Norton, Ryan Swaim, Matt Klugman, Nora Mason, Kenny Generette, Billy Huggins, Cindy Hull, Chris Shroff, Richard Singleton, Radha Herring, Ralph Byington, Terrance Herriott, Hugh Huggins, Ken McKelvey, John Sawyer, Andy Milovich, Julie Kopnicky, David Nelson

Guests: Franklin Daniels, Rick Reames, Chief Prock, Joey Crosby, Joanne Milnor, Jane Williams

Staff: Brad Dean, Cindy Gettig, Kim DaRoja, Diane Charno, Kathy Richardson, Scott Schult, Diana Greene, Seth Holek, Amy Villasenor, Mary Mroz, Dawn Formo

Call to Order

Todd Setzer called the meeting to order. The October 11, 2017 minutes were approved.

Chief Prock and Lt. Joey Crosby spoke on behalf of the Myrtle Beach Police Department thanking the Chamber for their support and assistance in the community and during Memorial Weekend.

Joanne Milnor and Jane Williams spoke on behalf of the Long Bay Symphony discussing upcoming events as well as a request for support from the Chamber for their upcoming event related to the City of Myrtle Beach's sister city relationship with Tiberias Israel.

Franklin Daniels and Rick Reames spoke on behalf of Nexsen Pruet discussing qualifying uses of state and local tourism funds. They recommended the Chamber continue to restrict the use of these funds for projects/events related to tourism advertising and promotion. They also discussed the option of conducting an audit of public funds and expenditures with a legal analysis of the audit results.

Division Summary Reports

Terrance Herriott reported for the Finance Review Committee giving a brief overview of the Statement of Financial Activity and Statement of Financial Position. He also discussed the FRC's review and approval of the 2018 budget and approval to upgrade the Chamber's phone system. Amy Villasenor presented the 2018 budget brought forth before the Board as a recommendation for approval from the Finance Review Committee. After board discussion, Richard Singleton made a motion to approve the 2018 budget. Terrance Herriott seconded the motion and was then approved by all board members present.

Carla Schuessler reported there are 28 new member prospects and asked the board to review the slate of members as presented. After board review, Billy Huggins made a motion to approve the proposed new members. David Nelson seconded the motion and was then approved by all board members present. Carla also reported that current trends indicate that staff are on-target to achieve a 90% revenue retention goal for 2017 and they continue to follow-up on a few remaining renewals.

Bryan Lewis reported for the West of the Waterway Council providing a recap of their Economic Development and Transportation Forum, stating it was a very informative and successful event. He also reminded all of their upcoming Holiday Social on November 29th.

Carla Schuessler discussed the joint meeting with the Membership Committee and Small Business Committee discussing the possibility of combining the two committees into one in 2018 and renaming it the Business Development Council. She also stated the Chamber has been awarded the Carolinas Association of Chamber of Commerce Executives Chamber of the Year Award for 2017.

Kenny Generette reported for the Business Diversity Council stating the council hosted an after-hours event on October 26th at Bank of America with featured guest speaker Denise Cooper of Remarkable Leadership Lessons that spoke about diversity and inclusion in the workplace. They also discussed their goals and planning for the future and their plan to revisit the council's mission statement at their November 30th meeting before diving deep into planning for 2018.

Richard Singleton presented on behalf of the Marketing Council stating the council approved the recommendation from the Advertising Committee to use retargeting Advertising in 2018 through Google and Facebook to fulfill any remaining referrals at the end of 2017. Richard then discussed the expanded Holiday campaign to promote the area in regional drive markets and reported on the migration of the Think Myrtle Beach real estate and relocation content over to the Visit Myrtle Beach website where it will get more exposure. Lastly, he reported that the marketing team is ramping up efforts to successfully deploy many new coop marketing assets and promotion for the new model in 2018. As part of the new model, staff will be creating more efficient ways to keep partner advertisers informed and up-to-speed on those efforts.

Billy Huggins and Brad Dean presented on behalf of the Legislative Policy Council reviewing the 2018 Legislative Priorities. After Board discussion, the recommendation was made to include support for the J1 Visa program and H2B program. Chris Shroff made a motion to approve the 2018 Legislative Priorities with the inclusion of the J1 Visa program and H2B program. Terrance Herriott seconded the motion and was then approved by all board members present.

The Board discussed the request of support from the Long Bay Symphony. Billy Huggins made a motion to assist the Long Bay Symphony in purchasing the rights to use the music related to the Sister City project and promote the project internationally, provided the Long Bay Symphony successfully secure the rights to use the music. Terrance Herriott seconded the motion and was then approved by all board members present.

Diana Greene discussed the proposed committee/council restructuring for 2018, which includes combining the Membership and Small Business committees, the formation of new industry councils, and continuing with the Market Council, Finance Review Committee, North, South and West of the Waterway Councils and Business Diversity Council. After board discussion, Ryan Swaim made a motion to direct staff to move forward and put a plan together. Julie Kopnický seconded the motion and was then approved by all board members present.

Amy Villasenor reviewed tax collection sources and expenditures related to collections. She also discussed the local accommodation taxes and its comparison to the national average of its uses.

CEO Report – Brad Dean

- Reviewed the recent mailer sent to city residents on behalf of the Chamber board.
- Stated that Bill Geist will present the strategic plan at the January 2018 board meeting.
- Reviewed results of CVB Option B votes from the board planning session.
- Provided a recap of the Santee Cooper VC Summer Plant issue and discussed plans to schedule a meeting with the Board and LPC to meet with Santee Cooper representatives.
- Announced Kathy Richardson's plans to leave the Chamber in the coming months.

Chair Report – Todd Setzer

- Congratulated Chamber staff on the success of the Puerto Rico Tip Off event and I-73 Permit Celebration.
- Thanked those board members that attended the meeting with City Manager John Pedersen.

Immediate Past Chair Report – Radha Herring

- None given

Chair-Elect Report – Carla Schuessler

- Announced that the 2018 board meeting schedule will remain the 3rd Tuesday of each month.

Directors Comments

- None given