

Board of Directors Meeting Minutes

Chamber Boardroom

January 15, 2019 ~ 9:00 am

Attendees: Larry Bond (by phone), Jamie Broadhurst, Mike Hagg, Radha Herring, Alex Husner, Matt Klugman, Nora Mason, Steve Mays, O'Neil McCoy, Billy McGonigal, Monty Morrow, David Nelson, John Rowe, John Sawyer, Carla Schuessler, Richard Singleton, Robert Stinnett, Ryan Swaim, Ben Vukov

Absent: Stuart Butler, Ralph Byington, Cindy Hull, Ken McKelvey, Sarah Miles, Jim Powalie

Staff: Karen Riordan, Diana Greene, Cindy Gettig, Diane Charno, Jimmy Gray, Scott Schult, Amy Villasenor, Bob Harris, Seth Holek, Rebecca Edgar

Call to Order / Approval of Minutes

Board Chair Matt Klugman called the meeting to order at 9:05 a.m. Mr. Klugman welcomed everyone and opened the meeting by thanking the group for allowing him to serve as the Board Chair for 2019.

The December 13, 2018, meeting minutes were presented and reviewed. Richard Singleton made a motion to approve the December 13, 2018 meeting minutes. Mike Hagg seconded the motion, which was unanimously approved.

Division Summary Reports

John Rowe reported for the Finance Review Committee. Mr. Rowe gave a brief overview of the Consolidated 2018 Preliminary Results, noting a bottom line increase of \$208,000 for the year. The reserve balance is strong and the MBACC will be sustainable and operate effectively in the event of a major storm. The yearly audit will take place the first week in February.

Monty Morrow reported for the Business Development Division, wherein he presented 17 new members for approval. Richard Singleton made a motion to approve the new members. Duly seconded by Alex Husner, the motion passed unanimously.

Cindy Gettig reported that the gsSCENE program will be rebranded in 2019, with the new name of Grand Strand Young Professionals. There will be an increase in membership dues for the 2019-2020 fiscal year.

Steve Mays, Marketing Council Chair, reported that the first TIP meeting of 2019 took place on January 16. A task force was assembled to work on program revisions and updates for 2020. The marketing budget will be a focus for 2019 as it is down 15% compared to the 2018 budget.

Reporting for the Advocacy Council, Richard Singleton informed the group that the next meeting will be held on February 11, 2019. The Grand Strand Legislative Reception will take place in Columbia on February 27 at 6:00 pm. Board members wishing to attend will need to RSVP with Kema Parsley.

Chair Report – Matt Klugman

Matt Klugman reiterated that the focus for 2019 will be on marketing and the TIP program and using marketing dollars as conservatively and effectively as possible.

CEO Report – Karen Riordan

Karen Riordan reported that the Senior Staff team deliberately built a conservative 2019 budget and continues to work together to drive success while watching dollars. Great programs are in place this year and everyone is working hard to maintain that momentum.

There is an internal deadline approaching for document production for the Mitchell lawsuit, with a deadline of January 25th to get documentation to plaintiff's counsel.

Ms. Riordan is working with senior staff to create a presentation highlighting the MBACC 2018 accomplishments and anticipated goals for 2019. The presentation will be used for 2019 presentations in Horry County and Myrtle Beach City Council meetings.

Diana Greene has begun the RFP process with the assistance of Diann Heffelfinger. The first RFP was distributed this week through several channels, including ads and the MBACC website.

The Board packet for today's meeting includes information on several upcoming events and members were encouraged to attend when possible.

Confidentiality Agreements were distributed for all Board member signatures.

Presentation – Jim Wright

Jim Wright, Business Intelligence Officer for the Myrtle Beach Area Chamber of Commerce, gave a presentation of the metrics used for data that helps drive marketing programs. Mr. Wright explained that his key responsibilities are the accumulation, analysis, interpretation and dissemination of key data to assist in tactical marketing decisions.

There is a formal process on the website for information requests. Mr. Wright added that questions or requests can be sent directly to him via email. Invitations were previously sent via email to Board members to setup up credentials on the dashboard.

Adjourn

Upon a motion made by John Rowe and seconded by Monty Morrow, the meeting adjourned at 10:00 a.m.

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