

**Board of Directors Meeting Minutes**  
**Chamber Boardroom**  
**January 16, 2018 ~ 9:00 a.m.**

- Attendees:** Carla Schuessler, Todd Setzer, Kenny Generette, Terrance Herriott, Andy Milovich, Patrick Norton, John Sawyer, Ryan Swaim, Cindy Hull, Richard Singleton, Jim Powalie, David Nelson, Matt Klugman, Nora Mason, Ken McKelvey, Larry Bon, Jamie Broadhurst, Mike Hagg, Billy McGonigal, Sarah Miles, Robert Stinnett
- Guests:** Bill Geist, Scott Deitrich, Erin Walters, Monica Archer, Janice DeVito
- Staff:** Brad Dean, Kathy Richardson, Amy Villasenor, Cindy Ott, Kim DaRoja, Diane Charno, Seth Holek

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

Carla Schuessler called the meeting to order and welcomed all members. She then asked all members to introduce themselves. The December 8, 2017, December 18, 2017 and December 22, 2017 meeting minutes were then approved.

Carla discussed the 2018 goals and how they relate to the proposed strategic plan, CVB funding model and implementation of the new communications strategy. She also discussed the Tourism Destination fee and the importance of ensuring that it is once again renewed by the Myrtle Beach City Council. Lastly, Carla discussed the importance of supporting revitalization efforts within the City of Myrtle Beach and need to continue our efforts to build I-73.

**Division Summary Reports**

Terrance Herriott reported for the Finance Review Committee stating the Accounting Division is in the process of closing out FY2017 and preparing for the annual external audit. He expects to have an audit report to present at the March 20<sup>th</sup> meeting. He also stated he will present information on board designated reserves during the February 27<sup>th</sup> meeting.

John Sawyer reported there are 24 new member prospects and asked the board to review the slate of members as presented. After board review, Ryan Swaim made a motion to approve the proposed new members. Richard Singleton seconded the motion and was then approved by all board members present. John also provided an update on the new committee/council structure and reported there will be a 2% dues increase for 2018. Lastly, John encouraged the board's attendance at the upcoming Grand Strand Legislative Reception, Execuvision meeting and new Investor relations council forum.

Matt Klugman reported for the Marketing Council stating the council hasn't met yet, but invited board members to attend the upcoming Marketing Summit on March 15<sup>th</sup>. Diane Charno provided a marketing update on recently announced air service in 2018 and Brad Dean provided background on additional new air service markets to come in 2018.

Richard Singleton reported for the Advocacy Council stating the new council members and meeting schedule are currently being confirmed. Brad Dean provided an update on the new challenge to I-73 by the Coastal Conservation League. Brad also provided an update on the Automatic Stay bill currently being debated in the House.

Bill Geist presented the Chamber's proposed Strategic Plan, then discussed the overall goals and implementation efforts. Brad Dean further discussed these goals and provided an update on implementation

efforts that are already underway; communications audit, new committee/council structure, new dashboard for visitor metrics, social media & website changes/upgrades, workforce development efforts and merging the real estate site within the Chamber & CVB sites. Cindy Gettig presented additional information on the new Industry Council structure. After board discussion, David Nelson made a motion to approve the proposed strategic plan, as presented. Kenny Generette seconded the motion and was then approved by all board members present.

Brad Dean discussed a proposed change to the Chamber bylaws related to adding the new Industry Council Chair position to the Executive Committee. After board discussion, Ryan Swaim made a motion change the bylaws to reflect the addition of the Industry Council Chair to the existing Executive Committee structure. Richard Singleton seconded the motion and was then approved by all board members present.

#### **CEO Report – Brad Dean**

- Updated all on the CVB funding model implementation and the addition of a new position within the Group Sales Division that will work on new leads
- Provided an update on efforts to hire a new sports marketing consultant
- Provided an update on the Santee Cooper issue and discussed Dominion Energy's desire to purchase SCANA.

#### **Chair Report – Carla Schuessler**

- Thanked Todd for his leadership in 2017 and is excited about the Chamber's efforts in 2018.
- Reminded all that the February board meeting has been rescheduled to February 27<sup>th</sup>.

#### **Immediate Past Chair Report – Todd Setzer**

- None given

#### **Directors Comments**

- None given

*A motion was made to adjourn the meeting.*

/kr