



**Myrtle Beach Area Convention Bureau
CVB Group Sales Committee Meeting Minutes
December 8, 2015**

Attendees: Charlie Bradshaw, Ellen Calhoun, Jessica Cutler, Sabena Dayton, Tim Huber, Anna Lillemoen, Diane Loscalzo, Brian Monroe, Stephanie Parsons, Pam Reis, Sharon Salyer

Staff: Mike Anderson, Kim DaRojia, Ursula Grant, Sandy Haines, Danna Lilly, Mikki Walls, Michelle Schollmeyer

- I. **Call to Order:** Charlie Bradshaw

- II. **Approval of Minutes:** Dayton on made a motion to approve the minutes from the September 22, 2015 meeting, Lillemoen second, motion carried.

- III. **Digital Marketing Update:** Josh Williams with Visibility & Conversions reviewed the Groups & Meetings Website Activity report from January 1st-November 30th, 2015. Meetings RFP increased for year. Conversions improved. Video not a huge traffic driver.

- IV. **Trade Show/Sales Mission Recap**
 - a. **Small Market Meetings Conference:** Ursula Grant attended September 27 - 29, 2015 in Little Rock, AR. First time attending this 2-day appointment base show targeting small to medium sized groups looking for second tier cities. Appointments were 20 minutes each and because this was not as large as some of the other conferences there was a better opportunity to network with planners. Had 28 appointments with no immediate needs but, great potential. Hampton Inn & Suites Oceanfront also attended.

 - b. **Rejuvenate Marketplace:** Ursula Grant attended November 2-4, 2015 in Dallas, TX. Appointment based show targeting religious meeting planners. Had 30 appointments and received 3 RFPs with a couple planners requesting follow-up early 2016 for updated specs.

 - c. **IMEX (The Worldwide Exhibition for Incentive, Travel, Meetings & Events):** Mikki Walls attended October 12-15, 2015 in Las Vegas. IMEX America is the largest trade show in the US for the incentive travel, meetings and events industry. Over 2,600 hosted buyers from over 40 countries. 80% are from North America and 20% from around the globe. Partners included: Kingston Plantation, Sheraton & Convention Center & Springmaid Beach Resort & Leo Events. Each partner secured their own appointments over three days and The CVB secured 16 plus additional walk up traffic. We hosted the Smart Monday Luncheon on Monday, October 12th at the Venetian for approximately 200 meeting professionals. Our sponsorship included a dynamic speaker and a southern style lunch complete with pimento cheese, bbq and assorted sweet tarts. There was standing room only for the presentation on our destination and video.

The Myrtle Beach CVB partnered with the Memphis CVB for the MPI Foundation event “Rendezvous” on Wednesday, October 14th. VIP guests were treated to a pre-event dinner and a rooftop pool party at The Cromwell Hotel. We entertained approximately 20 planners for the evening. Last year’s party had more than 1,600 industry movers-and-shakers who contributed to making fundraising history for the MPI Foundation.

- d. **Georgia Society of Association Executives (GSAE):** Mikki Walls attended November 11, 2015 in Atlanta, GA. Tradeshow, workshop and appointments.
- e. **Boomers In Groups (BIG):** Sandy Haines attended October 23 - 25, 2015 in Green Bay, WI. Had 28 Appointments in a day. Appointments went well with a lot of interest from that area. Hampton Inn & Suites Oceanfront and The Carolina Opry also attended.
- f. **Ontario Motorcoach Association (OMCA):** Sandy Haines reported on held November 14-18, 2015 in London, ON, Canada. In attendance were: Alabama Theatre, BRMHotels.com, Carolina Opry, Dayton House, Oceana Resorts, and Palace Theatre. Since Haines was not able to attend this year, 33 appointments were split evenly among the other MB attendees. Appointments went well. We sponsored the awards reception as a sponsor we also had a booth outside the marketplace floor – the booth was slow this year for some reason.
- g. **Travel South International:** Danna Lilly reported on December 1-4, 2015 in Charlotte, NC. Attended along with Kimberly Hartley. 50 appointments. There were 85 total in attendance from UK, Germany, Italy, Asia, Switzerland, Austria and France. Regionalized show with Southeast focus. Attended with Hampton Inn & Suites Oceanfront, Springmaid Beach Resort and Kingston Resorts. We hosted a four-person post-FAM in Myrtle beach; 2 Germans, 1 French and 1 South African.

V. **Sports Tourism Update:** Mike Anderson reported on

- a. **NASC Market Segment/USOC Olympic Sportslink** September 28-30, 2015 in Colorado Springs, CO. Meeting with colleagues, CVBs, parks & rec – make things better.
- b. **Nat'l. Softball Association (NSA) & Baseball Players Association (BPA):** Grand Park won Park of the Year. We sponsored huge conference. Tri State Hall of Fame Annual Conference will be at Kingston Plantation January 27-31.
- c. **Travel, Events & Management in Sports (TEAMS):** November 9-12, 2015 in Las Vegas, NV. City of Myrtle Beach and North Myrtle Beach CVB also attended. Largest for Sports. 40 appointments. Some new and repeats.
- d. **United States Specialty Sports Association (USSSA):** November 16-20, 2015 in Temecula, CA. Sponsorship well branded. Golf tour took over a golf hole.
- e. **USA Track & Field (USATF) Annual Convention:** in Houston, TX. Attended along with City of Myrtle Beach. Trying to showcase appreciation for track & field.

- f. **Myrtle Beach Regional Sports Alliance:** Representatives from Georgetown to Little River discuss sports opportunities for the destination. Meeting next week.

VI. **Lead/Room Night Report:**

Kim DaRoja reported on the group sales goals report as of November 30, 2015.

- o Total number of leads generated is 871 with total potential room nights of 307,877. Currently at 99% of the 879 lead goal for 2015.
- o Total number of definite room nights booked is 172,516. Currently at 95% of the 181,445 room night goal.

VII. **2016 Tradeshow Schedule**

Monroe made a motion to approve 2016 tradeshow schedule, Calhoun second, motion carried.

VII. **Projects Updates:** Lilly reviewed:

- a. **Canadian Exchange Rate:** Concern. We hosted event in Toronto in September and rolled out incentive to Canadian market. Can-Am Days 30-60% discounts.
- b. **SDR Lead Generation:** Strategic Database Research. Received 3 qualify leads, already receiving results.
- c. **ABA:** January 9-14, 2016. Largest tour and travel event. We are sponsoring breakfast. All That from Carolina Opry will be performing. 15 Myrtle Beach sponsors will be attending.

Unfinished Business:

Charlie Bradshaw announced the following will be rolling over the committee: Tammy Harrison, Jessica Chappel, Scott Murphy, Karen Williams and Donna Rebello.

The next committee meeting will be in February.