

Board of Directors Meeting Minutes

Dunes Golf & Beach Club

December 12, 2019 ~ 10:00 am

- Attendees:** Stuart Butler, Ralph Byington, Mike Hagg, Radha Herring, Cindy Hull, Alex Husner, Matt Klugman, Nora Mason, Steve Mays, O'Neil McCoy, Billy McGonigal, Ken McKelvey, Sarah Miles, David Nelson, Jim Powalie, John Rowe, Carla Schuessler, Richard Singleton, Robert Stinnett, Tom Tse, Ryan Swaim
- Absent:** Larry Bond, Jamie Broadhurst, Billy McGonigal, Ryan Moore, Monty Morrow, Ben Vukov
- Guests:** Steve Chapman with GSBA
- Staff:** Karen Riordan, Diana Greene, Cindy Gettig, Jimmy Gray, Scott Schult, Randy McKeel, Bob Harris, Diane Charno, Rebecca Edgar, Diann Heffelfinger

Call to Order / Approval of Minutes

Board Chair Matt Klugman called the meeting to order and welcomed everyone at 10:10 a.m. The November 8, 2019 meeting minutes were reviewed. Richard Singleton made a motion to approve the November 8, 2019 meeting minutes as presented. John Rowe seconded the motion, which was unanimously approved.

Presentations

Senior staff reported on the 2019 Accomplishments and 2020 Plan-Executive Summary for each division: Diana Greene reported for Administration; Cindy Gettig reported for Business Development; Karen Riordan reported for Executive division; Randy McKeel reported for the Finance; Bob Harris reported for Group Sales; Jimmy Gray reported for Government Affairs; Scott Schult and Diane Charno reported for Marketing.

Randy McKeel presented the 2019 Budget to-date and the 2020 Budget Forecast.

Steve Chapman was present to report on the 2019 accomplishments and 2020 goals of the Grand Strand Business Alliance, as the lobbying partner of the MBACC.

Division Summary Reports

Finance:

John Rowe reported for the Finance Division, giving a brief overview of the Consolidated Financials and Statement of Financial Activities for the period ending November 2019.

Mr. Rowe presented the 2020 proposed budget, which had previously been reviewed by the Executive Committee and the Finance Review Committee. The proposed budget is based on a 2% increase in net assets. Richard Singleton made a motion to approve the 2020 budget as presented. Duly seconded by Ken McKelvey, the motion passed upon unanimous vote.

Business Development:

O'Neil McCoy reported for the Business Development Division, wherein he presented 12 new members for approval. Ryan Swaim made a motion to approve the new members. Seconded by Steve Mays, the motion passed unanimously.

An e-vote was taken on November 22, 2019 to approve 12 new member investors, which was unanimously approved. Richard Singleton made a motion to ratify the e-vote taken on November 22, 2019. Seconded by John Rowe, vote was ratified and the 12 new members were approved.

Marketing

Steve Mays reported for the Marketing Council. Golf Tourism Solutions **presented** 2019 recap and 2020 plan to Marketing Council in the December 5 meeting. He further reported on 2020 TIP Program, sports programming and new revenue programs.

Advocacy

Richard Singleton announced that Radha Herring will be the 2020 Advocacy Council Chair. Upcoming meeting dates will be sent to Advocacy Council members.

CEO Report

Karen Riordan noted that the full 2020 plan was presented at the Board Retreat in November. Ms. Riordan called for a vote of the 2020 Plan-Executive Summary reviewed in the present meeting. Ken McKelvey made a motion to approve the 2020 Plan – Executive Summary as presented. Seconded by Ryan Swaim, the plan was approved as presented.

There being no further business to bring before the board, the meeting adjourned at 11:45.

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