

# Board of Directors Meeting Minutes Chamber Boardroom and Zoom

December 17, 2020 - 9:00 am

**Attendees:** Stuart Butler, Clay Brittain, Pablo Chavez, Tracy Conner, Kenny Generette, Mike Hagg, Radha Herring, Alex Husner, Matt Klugman, Steve Mays, Seth McCoy, Billy McGonigal, Ryan Moore, John Rowe, John Rutenberg, Samantha Slapnik, Robert Stinnett, Atiya Stokes Brown, Alicia Thompson, Tom Tse,

**Absent:** Jamie Broadhurst, Theresa Koren, O'Neil McCoy, Amy Stevens, Ben Vukov

**Staff:** Karen Riordan, Diana Green, Cindy Gettig, Jimmy Gray, Scott Schult, Randy McKeel, Bob Harris, Diane Charno, Rebecca Edgar, Seth Holek

## **Call to Order / Approval of Minutes**

Steve Mays, Chairman, called the meeting to order at 9:00 a.m.

The November 13, 2020, meeting minutes were reviewed. John Rowe made a motion to approve the November 13, 2020 minutes as presented. Billy McGonigal seconded the motion, which passed upon a unanimous vote.

## **Presentations:**

2021 & 2022 Annual Plan was developed based on the Board survey results and discussions at the annual retreat in November. Karen Riordan reviewed the six strategic priority opportunities for 2021 & 2022, which include:

Community Building

Diversity, Equity & Inclusion

Legislative Advocacy

Investor Relations

Tourism Marketing

Tourism Sales

Each division reported on the 2020 accomplishments and goals for 2021 & 2022 to further these strategic priorities. A copy of the 2021 & 2022 Annual Plans is attached hereto and incorporated into the official minutes of the present meeting.

## **Division Reports**

### *Community Engagement*

Mr. Clay Brittain will Chair the Community Engagement Council for the 2021 year. Steve Mays stated that the focus will be on important community initiatives such as I-73 strategy, downtown redevelopment and strengthening strategic partnerships.

### *Diversity, Equity & Inclusion*

Atiya Stokes Brown proposed to establish a Leadership Grand Strand scholarship in honor of the late Bennie Swans in recognition of his work in the community. The scholarship will provide support to marginalized groups and offer greater access to the LGS program.

Upon a motion made by Kenny Generette and seconded by Alicia Thompson, the Leadership Grand Strand Bennie Swans Memorial Scholarship was unanimously approved.

### *Advocacy:*

Radha Herring reported for the Advocacy Council. Ms. Herring, along with Jimmy Gray, discussed the 2021 MBACC Legislative Priorities, to wit:

Covid-19 Relief and Recovery

Infrastructure, Energy & Environment

Tourism

Economic Development

Education

Workforce

Public Safety

Diversity, Equity & Inclusion

John Rowe moved to approve the 2021 Legislative Priorities as presented. John Rutenberg seconded the motion, which passed upon a unanimous vote.

Ms. Herring further reported on the initiatives of the SC Metro Chamber Coalition, which includes the areas of Myrtle Beach, Charleston, Columbia, Rock Hill and Greenville. It was recommended that the Myrtle Beach Area Chamber of Commerce approve the 2021 priorities of the SC Metro Chamber Coalition. Clay Brittain made a motion to approve the SC Metro Chamber Coalition legislative priorities. Seconded by Billy McGonigal, the motion passed upon a unanimous vote.

A Virtual Legislative Event will take place in the MBACC lobby on January 5, 2021. Ms. Herring will discuss important topics for the MB area and state with local delegates. The Legislative Reception in Columbia has been rescheduled for April 27, 2021.

### *Investor Relations:*

Billy McGonigal presented 5 new member-investors for approval. There was discussion regarding the proposed membership of the Country Club due to the nature of the business. Karen Riordan and Cindy Gettig conducted research and interviews with the owner of the business and recommend approval of their application for membership. Changes to the Myrtle Beach Area Chamber of Commerce Bylaws will be made to prohibit advertisement of adult entertainment businesses through the Chamber.

John Rowe made a motion to approve all new members with the understanding that Bylaws will be revised to include safeguards in the future. Tracy Conner seconded the motion, which passed upon a unanimous vote.

### *Tourism Marketing & Sales*

Stuart Butler acknowledged the efforts of Scott Schult in his 12 years with the organization, stating that Mr. Schult served in an exemplary manner leading the marketing division. Diane Charno will step into the lead role of the marketing division until the position of Chief Marketing Officer is filled

TIP sales are going well. Once the year concludes we'll report out final sales.

### *Finance:*

John Rowe reviewed the consolidated financials and statement of activities for the period ending November 2020. Revenues are up \$1.99M over budget, which includes \$6M in Covid relief funds, but not all TDF funds are received yet. Expense control continues and the period ends with \$1.2M under the adjusted budget. Total cash for the period is just under \$19.5M.

Mr. Rowe reported on the year end forecast, noting that there will be an anticipated 20% increase in revenues and slightly higher expenses due to Covid marketing earlier in the year. Despite all hurdles, the Chamber will enter 2021 in a healthy financial position.

The Finance Review Committee developed the 2021 budget with the guidance of Tourism Economics. The budget was approved by both the Finance Review Committee and the Executive Committee and presented for approval by the Board of Directors.

John Rowe made the motion to approve the proposed 2021 Budget as presented. Seconded by Billy McGonigal, the motion passed upon a unanimous vote.

Mr. Rowe made final remarks as the outgoing FRC Chair, personally thanking Randy McKeel, EVP of Finance, and the finance team for their work.

### **CEO Report**

Karen Riordan gave a presentation acknowledging the board members whose terms ended in 2020. Personal recognition and thanks were given to Larry Bond, Monty Morrow, Sarah Miles, Ben Vukov, John Rowe, Robert Stinnett, Mike Hagg and Matt Klugman.

Ms. Riordan further recognized Steve Mays, Board Chair, for his leadership in 2020. She thanked John Rowe for his service as Treasurer and Matt Klugman, Immediate Past Chair.

### **Chair Report**

Steve Mays, Chair, thanked Atiya Stokes-Brown for her work with Diversity, Equity & Inclusion and the EVOLVE seminar series along with Radha Herring in her leadership and service to the Advocacy Council.

Mr. Mays reviewed the accomplishments of staff and Councils in 2020 and thanked all for their support during his term as Board Chair.

Billy McGonigal, Chair-Elect, announced the Committee/Council Chairs for 2021.

- *Business Development Council* – O’Neil McCoy, Chair & Amy Stevens, Vice Chair
- *Diversity, Equity & Inclusion*– Atiya Stokes-Brown, Chair & Eileen Siosson, Vice Chair
- *Finance Review Committee* – John Rutenberg, Chair & Ken McKelvy, Vice Chair
- *Marketing Council* – Stuart Butler, Chair & Alex Husner, Vice Chair
- *Community Engagement* – Clay Brittain, Chair & Pablo Chavez, Vice Chair
- *Grand Strand Young Professionals* – Samantha Slapnik, Chair
- *North Strand Council* – Tom Tse, Chair
- *South Strand Council* – Ryan Swaim, Chair
- *West of the Waterway Council*– Kenny Generette, Chair

### **Adjourn**

Upon a motion made by John Rowe and seconded by Billy McGonigal the meeting adjourned at 11:15 am.

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