



**Myrtle Beach Area Convention and Visitors Bureau
CVB Group Sales Committee Meeting Minutes
December 5, 2017**

Attendees: Christy Cochran, Sabena Dayton, Alexia Edge, Tim Huber, Cindy Hull, Theresa Koren, Pauline Levesque, Lynette Savidge, Bobbie Stanley, Heidi Vukov, Margaret Wallace, Patti Williams

Guests: Alberto Semedei

Staff: Diane Charno, Denise Cmiel, Kim DaRoja, Melanie Doty, Julie Ellis, Dawn Formo, Sandy Haines, Kimberly Hartley, Mary Carman Isenberg, Mary Mroz, Caroline Murray, Taylor Sellers, Mikki Walls, Josh Williams (Visibility and Conversions)

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- 1. Call to Order/Introductions:** Sabena Dayton called the meeting to order at 3:35pm.
 - 2. Approval of Minutes:** Cindy Hull made a motion to approve the minutes from the October 3, 2017, meeting. Alberto Semedei seconded and motion was carried.

3. Presentations: PLEASE VISIT WEBSITE TO VIEW PRESENTATIONS:

<http://www.myrtlebeachareacvb.com/>

- a. Canada and International Sales Efforts Presentation** – Kimberly Hartley, Canadian/International Sales Representative.
 - b. Chicago/Midwest Sales Efforts Presentation** - Denise Cmiel, Chicago/Midwest Sales Representative.
- 4. Website & Digital Update:** Josh Williams reviewed statistics from group performance charts. While traffic to website is down overall, he explained that this is due to an improved target campaign to capture more qualified prospects.
 - 5. Tradeshow/Meetings:**
 - a. Small Market Meetings Conference:** Ursula Grant attended September 26-28, 2017, in South Bend, IN. This is a 2-day appointment based show targeting small to medium-sized groups sourcing 2nd tier cities. The MBACVB met with 25 professional meeting planners during 7-minute appointments and received 3 RFPs. This is a small conference with ample opportunity to network with planners over the course of 2.5 days. Columbia, Florence and Spartanburg CVB's were represented. This conference is on the West Coast in 2018, and Ursula Grant recommends skipping until East Coast rotation in 2019.

- b. **Connect Marketplace:** Mikki Walls, Ursula Grant and Mike Anderson attended August 21-23, 2017, in New Orleans, LA. This is a 3-day hosted buyer (pre-scheduled appointments only tradeshow) that features training workshops, education and networking opportunities for the Association, Corporate, Specialty, Sports and Expo groups. Collectively, the MBACVB team had 96 appointments and received 25 RFPs. The Myrtle Beach area received additional awareness and exposure due to our sponsorships including Connect staff wearing Visit Myrtle Beach branded t-shirts for the show's duration, had the #1 view video and won the basketball tournament.
- c. **Student & Youth Travel Association (SYTA):** Sandy Haines attended August 25-29, 2018, in Albuquerque, NM. This is an appointment based show, that has been attended since before 2012. This event focuses on educational and performance based student travel. 19 appointments with 2 definite bookings have been generated from this show so far and Sandy believes it is still a valuable show for the Myrtle Beach Area.
- d. **The Worldwide Exhibition for Incentive Travel, Meetings & Events (IMEX):** Mikki Walls attended October 10-12, 2018, in Las Vegas, NV. This show consisted of over 3,200 buyers from 61 countries. The MBACVB sponsored a professional headshot booth which captured 45 buyer visits and their contact information. Additionally, 19 in-booth 30-minute appointments were held and 5 RFPs were received. Mikki believes all appointments were of a high-quality value and that continued attendance of this show is important for awareness of our destination.
- e. **Connect Faith:** Ursula Grant and Dawn Formo attended October 24-26, 2018, in Cincinnati, OH. Formerly Rejuvenate, this 3-day show with pre-scheduled appointments features training workshops, education and networking opportunities for faith based meeting planners. 46 appointments with 6 RFPs received with potential for 3 more by the first of the year. Ursula believes this is a great show to attend.
- f. **Your Military Reunion Connection (YMRC):** Melanie Doty attended November 6-8, 2018, in Savannah, GA. This was the MBACVB's first time attending this show outside of the Myrtle Beach event which we've attended for 5 consecutive years; with Savannah, a total of 6 events within 5 years. 20 appointments with 8 leads received with 1 already definite.
- g. **Ontario Motor Coach Association (OMCA):** Sandy Haines attended November 5-8, 2018, in Toronto, Ontario Canada. Over \$5 million in business was booked on the marketplace floor alone. \$14 million in post-show bookings. On average, suppliers walked away with 17 solid leads each. 24 appointments have generated 4 leads so far with 3 being definite YTD.
- h. **Travel South International:** Kim DaRoja, Kimberly Hartley, Tracy Uphold with Staybridge Hotel, Scott Murphy with Hampton Inn & Suites Oceanfront, Ellen Calhoun with Alabama Theatre and Sharon Salyer with Legends in concert attended November 27-29, 2018, in Charleston, SC. Hosted by 12 Southern state tourism offices (Alabama, Arkansas, Georgia, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, South Carolina, Tennessee, Virginia & West Virginia). 57 appointments total. This year we hosted two of the post Travel South

FAM tours including the entire Chinese delegation of 17 companies (tour and receptive operators).

6. Updates:

- a. **2017 YTD Goal Production Report:** Kim DaRoja reviewed production through December 4, 2017. 1,055 leads generated which is 94% of the yearly goal. 303,119 definite rooms nights generated which is 109% of the yearly goal. The Group Sales Department finished out the 4th Quarter 2% ahead of pace in leads and 17% ahead of pace in definite room nights. 33% of leads are being consumed in 2017 while 79% of room nights are being consumed in 2017. This exceeds Group Sales' 2020 Initiative Goal of 300,000 room nights before the year 2020.
- b. **YTD Site Visit Report:** Kim DaRoja reviewed the site visit report from January 1 – December 4, 2017. A total of 54 Site Visits have been conducted year-to-date, resulting in 26 definite bookings for a 48% conversion rate.
- c. **YTD Prospecting Results:** Out of 105 prospects year-to-date for 2017, the sales managers' efforts have resulted in 51 converting to a lead status for a 43% conversion rate.
- d. **Simpleview Training 2018:** Monthly Simpleview Trainings will be scheduled for 2018 with Mary Carman Isenberg conducting them. Invitation to come.
- e. **CVB Appreciation Reception:** To be held at Croissants at 38th Avenue immediately after Committee Meeting.

7. Unfinished Business:

- a. No unfinished business.

8. Adjournment: Sabena Dayton requested the adjournment at 4:26pm. Pauline Levesque made a motion to accept and Heidi Vukov seconded the motion resulting in the adjournment of the meeting.