

Board of Directors Meeting Minutes

Chamber Boardroom

January 29, 2020 - 9:00 am

- Attendees:** Stuart Butler, Pablo Chavez, Kenny Generette, Mike Hagg, Radha Herring, Matt Klugman, Theresa Koren, Steve Mays, Seth McCoy, Billy McGonigal, Ryan Moore, John Rowe, Samantha Slapnik, Robert Stinnett (call in), Amy Stevens, Alicia Thompson, Tom Tse, Ben Vukov
- Absent:** Jamie Broadhurst, O'Neil McCoy, Sarah Miles, Monty Morrow, Atiya Stokes Brown, Alex Husner
- Guests:** Rachel Beckerman, Courtney Baker, & Cobi Williams of LGS Class 40; Aime Lee, Bob Durkin & Mike Stephens of Carolina Country Music Festival; Joey Smoak, Kyle Jenkins, Wayne Gray and Dr. Karen Gowdy of Eastern Carolina Homelessness Organization
- Staff:** Karen Riordan, Diana Green, Cindy Gettig, Jimmy Gray, Scott Schult, Randy McKeel, Bob Harris, Diane Charno, Rebecca Edgar

Call to Order / Approval of Minutes

Steve Mays, Chairman, called the meeting to order at 9:05 a.m.

The December 12, 2019, meeting minutes were reviewed. John Rowe made a motion to approve the minutes as presented. Billy McGonigal seconded the motion, which passed upon a unanimous vote.

Presentations

Rachel Beckerman, Courtney Baker, & Cobi Williams gave a presentation on the LGS Class 40 Downtown Redevelopment Project in the Withers Alley gateway to the Boardwalk. Improvements to the alley will include cleaning up the area, installation of café lighting and restroom painting.

Mike Stephens reviewed the success of the 2019 Carolina Country Music Festival. Attendance was at an all-time high with tickets sold in all 50 states and 9 countries. It is anticipated that 2020 festival will yield the best sales with the strongest lineup in the 5 years since its inception. He went on to present a 2019 CCMF signed guitar to show appreciation for the partnership between the organization and the MBACC which has had great area and regional economic impact.

Eastern Carolina Homelessness Organization's executive director, Joey Smoak, gave an overview of the organization. The mission of ECHO is to create permanent living space and employment opportunities for individuals experiencing a housing crisis. Funding is generated through grant assistance and private donations.

Division Summaries

Finance:

John Rowe reviewed the consolidated financials and statement of activities, noting that total revenues are up with a positive variance of \$2M. All expenses were below budget with total expenses down \$1.6 M. Total assets show an increase of \$4M over 2019. The beginning stages of the annual audit are underway and the best use for the surplus will be considered during the audit process.

Randy McKeel reviewed a breakdown of the restricted and unrestricted funding sources with the group. There are 2 new members of the Finance Review Committee: Scott Dietrich with Edward Jones and John Rutenberg with TD Bank.

Business Development:

Billy McGonigal presented 21 new member investors for approval, 20 from the original packet with an additional member, Edward Jones. Upon a motion made by Mike Hagg and seconded by Stewart Butler, all new members were approved by a unanimous vote..

Marketing:

Stuart Butler reported that the Marketing Council met on January 24th and commended the staff on a great job with Spring campaigns. Board members were encouraged to utilize the CVB site, www.myrtlebeachareacvb for information on all things related to the CVB campaigns, funding, etc.

Advocacy:

Radha Herring reported for Advocacy Council. At the January meeting, Mike Ryhal, of Grand Strand Business Alliance, updated the group on happenings in the State House.

Jimmy Gray gave a presentation on the results of a statewide survey of voters' opinions on the K-12 school start date, which showed a majority against moving up the start date. Local delegates will be lobbying the survey results to decision makers in Columbia.

Community Engagement:

Karen Riordan reported for the newly formed Community Engagement Council. The group will work together on ways to actively improve the community at large by bringing businesses together for sponsorships of community needs and shared talents. Initial efforts will focus on cleanup and beautification of key corridors, activating the downtown area for fall and a Christmas 2020 festival.

CEO Report:

The Governor's Conference on Tourism and Travel February 17-19, which will be held in Myrtle Beach. Karen Riordan showed a presentation of the new MBACC website which will launch on February 14th.

Ms. Riordan reviewed the 2019 Annual Report for CVB highlighting achievements for the year. The report will be distributed to the membership and elected officials. The report will be available online and in print.

Randy McKeel will be working with a consultant to determine the best use of financial reserves and options for MBACC Educational Foundation funds.

The hospitality fee lawsuit between Horry County and the City of Myrtle Beach is at an impasse and will now go to the SC Supreme Court. MBACC is not involved in the suit and remains neutral in its position.

MMGY has completed their research findings and will begin the process of sharing that information. Meetings will be scheduled to present the strategy to key stakeholders in February. The next phase will be to educate the community on the direction of the branding effort.

The Public Relations RFP has been suspended until the branding research is reviewed. Upcoming RFPs include Mobile Welcome Center/Consumer Show Management, Advertising Agency of Record and MBCVB Media Buying and Planning

Chair Report:

Steve Mays informed the group that Larry Bond has submitted his resignation from the MBACC Board of Directors. The process for appointing a replacement to the open position will begin immediately. Mr. Mays reported on the priorities for 2020. The Board will provide strategic guidance to the CEO and Senior staff with the goal of utilizing the talents of the full Board. The value of the TIP program will be promoted to member investors. Board members will be advocates in the community for the brand repositioning, downtown redevelopment and I-73 efforts.

Matt Klugman, Immediate Past Chair, commended the team for their success in overcoming the challenges of 2019.

Adjourn

Upon a motion made by John Rowe and seconded by Billy McGonigal, the meeting adjourned at 10:55 am.

/re