

Board of Directors Meeting Minutes
Chamber's Boardroom
February 16, 2016 ~ 9:30 a.m.

Attendees: Radha Herring, Jim Creel, Jr., Wayne Morris, Todd Setzer, Phil Vassar, Helen Benso, Tony Cox, Sabena Dayton, Bryan Lewis, Carla Schuessler, Julia Singleton, Charlie Bradshaw, Kenny Generette, Terrance Herriott, Alex Husner, Julie Kopnicky, Nancy Lee, Patrick Norton, John Sawyer, Marilyn Fore, Billy McGonigal, Chris Shroff

Guests: Jim Defeo

Staff: Brad Dean, Kathy Richardson, Jim Wright, Diana Greene, Cindy Gettig, Kim DaRoja, Seth Holek, Diann Heffelfinger

Call to Order / Approval of Minutes / Public Input / Presentations-Awards

Radha Herring called the meeting to order and welcomed all members. The January 19, 2016 meeting minutes were then approved.

Jim Defeo spoke on his concerns over drownings along the Grand Strand coast and the potential conflict of interest when lifeguards have a dual role of monitoring swimmers and selling beach equipment simultaneously. He expressed his support of ensuring that all lifeguards are certified and solely dedicated to monitoring the ocean & swimmers. He asked the board to consider issuing a statement in support of a change in the current contract agreement with the City of Myrtle Beach.

Division Summary Reports

Jim Wright reported for the Finance Review Committee giving an overview of the Statement of Financial Activity and Statement of Financial Position. Jim Wright then presented the proposed Board Designated Reserves. After board review, Murph Fore made a motion to accept the Board Designated Reserves. Sabena Dayton seconded the motion. The motion was then approved by all members present.

Todd Setzer reported there are 15 new member prospects and asked the board to review the slate of members as presented. After board review, Chris Shroff made a motion to approve the proposed new members. Terrance Herriott seconded the motion and it was then approved by all board members present. Lastly, Todd reminded the board of the upcoming gScene Oyster Roast and Annual Meeting and encouraged their attendance.

Terrance Herriott reported for the newly formed Diversity Council. He discussed the goals of the council and reviewed the list of council members with the board and stated their first meeting is scheduled for February 25th.

Phil Vassar reported for the Marketing Council stating spring TV and online video have begun, with up to 80 markets and up to 9 weeks of coverage, and discussed a new promotion with TaxSlayer.com and Dale Earnhardt Jr. giving away two Myrtle Beach trips in conjunction with Tax Time. Phil also reported that PR media value for the month of January was \$6.6 million in advertising value and 34 million impressions and reviewed a recent press trip to NYC to pitch new developments including our growing culinary tourism program.

Kathy Richardson reported for the Legislative Policy Council stating the council's first meeting is scheduled for February 19th where Speaker Pro Tempore Tommy Pope will be in attendance.

Brad Dean discussed a possible compromise with regard to the Sun Fun trademark request. The agreement would provide the use of the Sun Fun name for one year, Mr. Plyler & the Salt Games organizers must work in tandem and their plans must be presented to the board. Lastly, this agreement is contingent on approval by the City of Myrtle Beach. Terrance Herriott made a motion to approve the agreement as stated. Phil Vassar seconded the motion. The motion was then approved by all members present.

CEO Report – Brad Dean

- Discussed a possible compromise in the legislature regarding the Last School Start issue
- Reported positively on tourism funding and renourishment funding by the Legislature
- Stated the I-73 mitigation plan has been submitted and all entities look to agree on the terms, but the plan has not been finalized yet
- Discussed recent changes and new goals in the Group Sales Division which include Kim DaRoja as Interim leader of the division
- Reported the upcoming meeting to be held on the DMAI Destination Assessment results
- Discussed recent changes to the AHLA dues structure and recommended further discussion at a future meeting
- Reminded all of an upcoming meeting on Immigration Reform taking place on February 17th
- Discussed an upcoming international real estate event that the MBACC, CCAR & CCU will attend together
- Discussed the US Chamber's new PR & social campaign; Dear 45 which aims to feature small business leaders outlining the most important issues for the next President of the United States
- Further discussed the life guard issue and recommended collecting more information on the structure, setup and accreditation currently in use.

Chairman Report – Radha Herring

- None given

Directors Comments

- None given

A motion was made to adjourn the meeting.

/kr