

# Board of Directors Meeting Minutes

## Chamber's Boardroom

### February 17, 2015 ~ 9:30 a.m.

**Attendees:** Jim Creel, Jr., Yvette Jefferson, Bill McGonigal, Wayne Morris, Todd Setzer, Phil Vassar, Helen Benso, Tony Cox, Sabena Dayton, Billy Huggins, Hugh Huggins, Carla Schuessler, Julia Singleton, Marilyn Fore, Radha Herring, Steve Mays, O'Neil McCoy, Monty Morrow, Charlie Bradshaw

**Guests:**

**Staff:** Brad Dean, Kathy Richardson, Jim Wright, Kim DaRoja, Scott Schult, Diana Greene, Susan Phillips, Danna Lilly, Cindy Ott, Seth Holek, Johanna Hodge, Scott Head

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

Jim Creel called the meeting to order. The January 20, 2015 meeting minutes were then approved.

Diana Greene presented the Q4 Stellar Performance Award to Johanna Hodge and Scott Head.

#### Division Summary Reports

Wayne Morris reported for the Finance Review Committee giving an overview of the Statement of Financial Activity and Statement of Financial Position and provided an update on TDF collections for 2014. Jim Wright presented the proposed Board Designated Reserves. After board review, Murph Fore made a motion to accept the Board Designated Reserves. Bill McGonigal seconded the motion. The motion was then approved by all members present.

Radha Herring reported there are 21 new member prospects and asked the board to review the new slate of members as presented. After board review, Yvette Jefferson made a motion to approve the proposed new members. Monty Morrow seconded the motion and it was then approved by all board members present.

Diana Greene discussed a board travel budget request related to the US Chamber Small Business Summit. After board discussion, Phil Vassar made a motion to approve the unbudgeted request. Hugh Huggins seconded the motion. Yvette Jefferson & Todd Setzer abstained from the vote. The motion was then approved by all remaining members present.

Phil Vassar reported for the Marketing Council stating the Spring TV campaign has begun in 3 markets in OHIO to promote the Grand Strand and non-stop air service from Cincinnati, Columbus and Cleveland. He also reported that Phase 2 will include another 45 markets followed by 67 key domestic markets and Toronto in early March. Phil also reported on the beach home giveaway promotion stating that more than 66,000 entries have been received and are on pace to eclipse the number of entries for 2014. Lastly, Phil reported that VisitMyrtleBeach.com has generated 1.5M Unique Visits and 1.1M Total Referrals YTD and January 2015 PR efforts produced \$14.7 million in earned media value and more than 156,000 media impressions.

Charlie Bradshaw reported for the CVB/Group Sales Committee stating staff attended 11 shows targeting meeting, sports, motor coach and international markets. 2014 year-end results for lead generation and room nights resulted in 172,805 definite room nights, which exceeded the 2014 goal by 106% and 859 group leads generated, which exceeded the 2014 goal by 105%. Danna Lilly then presented a PowerPoint of the Group Sales efforts and results for 2014.

Bill McGonigal reported for the North Strand Council stating the Council commended the Chamber for their results with the 60 Days of Summer Campaign.

Bill McGonigal discussed a new commercial food bank being formed in Marion and invited board members to attend an upcoming meeting to further discuss the new initiative. Murph Fore suggested that food bank organizers speak to Joe Boneparte with HGTC to solicit potential assistance from HGTC. Radha Herring made a motion to support effort the new commercial food bank. Sabena Dayton seconded the motion and it was then approved by all board members present.

### **CEO Report – Brad Dean**

- Discussed a new initiative to help explain why crime stats don't accurately represent the Grand Strand
- Gave an update on the state infrastructure debate, discussing the Governor's plan and the current bill in the House
- Gave an update on the School Start Date bill, stating it passed in the Education Subcommittee and will move to full committee soon.
- Discussed the Memorial Day Weekend campaign informational website and videos.
- Reminded all of the upcoming Big South Basketball Championships March 3-8, 2015.

### **Chairman Report – Jim Creel**

- Discussed the recent Governor's Conference on Tourism & Travel event and the announcement of the Boardwalk being chosen as the 2015 Governor's Cup Award.
- Reported that Tommy Bouchette has been named the new NESAs board representative for the chamber
- Gave a brief recap of the Legislative Reception and thanked chamber staff for their efforts

### **Directors Comments**

- None given

*A motion was made to adjourn the meeting.*

/kr