

# Board of Directors Meeting Minutes

## Chamber's Boardroom

### February 21, 2017 ~ 9:00 a.m.

**Attendees:** Todd Setzer, Radha Herring, Billy Huggins, Bryan Lewis, Carla Schuessler, Julia Singleton, Kenny Generette, Terrance Herriott, Alex Husner, Andy Milovich, Patrick Norton, Chris Shroff, Ryan Swaim, Cindy Hull, Richard Singleton, Jim Powalie, David Nelson, Matt Klugman, Nora Mason, Ralph Byington, Ken McKelvey, Julie Kopnicky

**Guests:**

**Staff:** Brad Dean, Kathy Richardson, Jim Wright, Diana Greene, Cindy Ott, Kim DaRoja, Scott Schult, Amy Villasenor, Pat Creed, Seth Holek

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

Todd Setzer called the meeting to order. The January 17, 2017 meeting minutes were then approved.

Diana Greene presented the Q4 Stellar Performance Award to Pat Creed.

#### Division Summary Reports

Terrance Herriott stated the 2016 audit has been completed and will be presented at the March board meeting. Terrance also discussed the importance of continuing the work of revamping the funding model. Jim Wright reviewed the proposed designated reserves recommended by chamber staff. After board discussion, Richard Singleton made a motion to approve the recommended designated reserves for 2017. Ken McKelvey seconded the motion and was then approved by all board members present.

Carla Schuessler reported there are 25 new member prospects and asked the board to review the slate of members as presented. After board review, David Nelson made a motion to approve the proposed new members. Richard Singleton seconded the motion and was then approved by all board members present. Carla reported there is a joint meeting with the Advertising, Fulfillment, and Group Sales Committees to discuss the proposed CVB funding model.

Kenny Generette reported for the Business Diversity Council stating the council identified 2 main goals for 2017; personalized business coaching for minority owned businesses with a goal of assisting 20 businesses and to increase networking opportunities with a social in the spring and partnering with gsSCENE for a networking event.

Julie Kopnicky reported for the Young Professionals Council praising the recent success of the gsSCENE Oyster Roast having sold 130 additional tickets over 2016.

Bryan Lewis reported for the West of the Waterway Council stating the council is working on 2 events for 2017; a business safety forum as well as a transportation and economic development forum.

Richard Singleton reported for the Marketing Council stating the spring promotion is underway across more than 70 markets for 9 weeks between February and May. Richard also discussed recent media visits in New York and upcoming visits to D.C. and Philadelphia to pitch the Myrtle Beach area to targeted media. He reiterated that the Advertising, Fulfillment and Group Sales Committees will be meeting on February 28<sup>th</sup> to discuss the new revenue model and task-force approved partnership tiers. Lastly, Richard reported that the Marketing Council will meet on March 22<sup>nd</sup> at 9 a.m.

Billy Huggins reported for the Legislative Policy Council stating the council met on January 20<sup>th</sup> and discussed new legislation that will be introduced on the automatic stay, beach renourishment funding, status of the school start date and recent recommendations by the SC Education Oversight Commission. He also stated that Tom Swatzel discussed the formation of a pilot program for commercial snapper/grouper catch shares and its potentially negative impact on the fishing industry along the Grand Strand. Billy then made a motion to reaffirm the Board's position against catch shares. Ryan Swaim seconded the motion and was then approved by all board members present.

Brad Dean reported for the CVB Funding Model Task Force discussing the upcoming joint meeting to review the proposed model and discuss the partnership tiers. He also stated that upon their approval of the model, it would then go to the Finance Review Committee for consideration, then the Marketing Council and finally the full chamber board.

Brad Dean discussed letters of thanks written to Senator Peeler for his support of beach renourishment funding and another to DNR Director Alvin Taylor for his continued support of I-73. He encouraged any board members in support of these letters to sign onto them as well.

Billy Huggins asked for more information on Senate Bill 426 which provides a 1% tax for municipalities to collect and spend at their discretion. After further discussion, the board asked chamber staff to monitor this bill and provide updates as needed.

#### **CEO Report – Brad Dean**

- Provided an update on the Amicus Brief filed on January 20<sup>th</sup> related to timeshare sales contracts.
- Discussed an upcoming tax reform meeting on February 23<sup>rd</sup> with Congressman Rice and invited all to attend.
- Provided an update on the non-profit legislation stating the bill should be filed this week.
- Reported the gas tax will be debated again this year with the House proposing a .10 increase over 5 yrs. and the Senate proposing a .12 increase over 3 yrs. (+) an increase in fees.
- Discussed a recent meeting with Chairman Lazarus regarding funding for I-73.

#### **Immediate Past Chair Report – Radha Herring**

- None given

#### **Chair Report – Todd Setzer**

- None given

#### **Directors Comments**

- None given

*A motion was made to adjourn the meeting.*

/kr