



**Myrtle Beach Area Convention Bureau
CVB Group Sales Committee Meeting Minutes
February 25, 2016**

Attendees: David Amend, Ellen Calhoun, Kelly Cauble, Sabena Dayton, Alexia Edge, Jonathan Fussell, Emma Hagg, Robin Harvey, Heather Horner, Tim Huber, Pauline Levesque, Anna Lillemoen, Diane Garcia, Molly Mercer, Brian Monroe, Stephanie Parsons, Pam Reis, Sharon Salyer, Corrie Sanchez, Heidi Vukov

Staff: Mike Anderson, Kim DaRojia, Casey Dornhecker, Melanie Doty, Ursula Grant, Sandy Haines, Michelle Schollmeyer, Mikki Walls

1. **Call to Order/Introductions:** Sabena Dayton
2. **Approval of Minutes:** Mercer made a motion to approve the minutes from the December 8, 2015 meeting Monroe second, motion carried.
3. **Chamber Overview & Orientation:** Brad Dean, CEO, reviewed organizational structure of Myrtle Beach Area Chamber of Commerce. The sections 1. Membership Programs & Services – all things Chamber of Commerce typically the things we do that impact everybody. Education, networking, training, events, etc. 2. Administration; finance, personnel, IT. 3. CVB consists of marketing and group sales. There is a 24-member board of directors that oversees the chamber but, when it comes to the actual decisions of how we invest our funds for tourism, look to a few key committees.

Two key points: 1. what is done on/in this committee is vitally important to our community and essential to future success. 2. One of the keys to growing annual visitors from 17 million to 20 million is growing the group market. Committed in investing more money in the group market.
4. **Marketing Overview:** Scott Schult, Executive VP of Marketing, responsible for marketing of the destination. Group sales marketing is about 10% of investment. Media mix for group sales; digital, trade digital specific, and print. With digital we are able to go in and out of market very quickly and be very reactive. Looking at bringing meeting planners and tour operators together for a focus group. MyrtleBeachAreaMarketing.com can find information on accountability and presentations.
5. **Group Sales & Committee Overview:** Kim DaRojia, Director of Sales, briefly reviewed the orientation binder that was provided.

6. 2015 Overview

- a. **Goals:** Kim DaRoja reported on the 2015-year end group sales goals report.
 - i. Total number of leads generated is 975 with total potential room nights of 353,269. Ended the year at 111% of the 879 lead goal for 2015. Three leads were generated in 2015 for Myrtle Beach Sports Center.
 - ii. Total number of definite room nights booked is 234,724. Ended the year at 129% of the 181,445 room night goal. Seventeen booked leads generated in 2015 for the Myrtle Beach Sports Center. The number assist leads for 2015 is 268.
- b. **Site Visits & FAMs**
 - i. Grant had 8 site visits with 6 converting to definite. Conversion rate of 75%. Resulting in 4,693 definite room nights and estimated economic impact of \$3,586,564.96.
 - ii. Walls had 12 site visits with 7 converting to definite bookings. Conversion rate of 58% resulting in 5,643 definite room nights and estimated economic impact of \$5.6 million.
 - iii. Haines had 12 sites with 6 converting to definite bookings. Conversion rate of 50% resulting in 1,178 definite room nights. DaRoja interjected that currently, DMAI does not currently have a tour & travel economic impact calculation.
 - iv. Doty had 7 sites with 6 converting to definite bookings. Conversion rate of 90% resulting in 471 room nights booked with economic impact of \$362, 602.

7. 2016 Overview

- a. **Goals:** DaRoja presented the 2016 goals for review and approval. The 2016 leads generated and booked room night goals are based on a 5% increase across all lead types from 2015 actuals. International numbers have been removed from the 2016 report as these are typically individuals and not group. Kimberly Hartley, Canadian Rep, will be reporting out on the international numbers going forward.

Levesque made a motion to the 2016 group sales goals Horner second, motion carried.

8. Unfinished Business:

Discussion regarding Canadian exchange rate.

A special committee meeting will be held Wednesday, March 2nd at 2:30 p.m to review year to date trade show and sales efforts