



**Myrtle Beach Area Convention Bureau
CVB Group Sales Committee Meeting Minutes
February 3, 2015**

Attendees: Rachel Beckerman, Charlie Bradshaw, Zach Brockman, Ellen Calhoun, Jessica Chappel, Jessica Cutler, Sabena Dayton, Jonathan Fussell, Tammy Harrison, Robin Harvey, Tim Huber, Georgia Kenny, Melissa Overbey, Stephanie Parsons, Kelly Pratt, Vicky Ritcher, Sharon Salyer, Marianne Smith, Karen Williams, Steve Zacharias

Staff: Mike Anderson, Kim DaRoja, Ursula Grant, Sandy Haines, Danna Lilly, Michelle Schollmeyer, Mikki Walls

Call to Order: Charlie Bradshaw

Approval of Minutes: Harvey made a motion to approve the minutes from the December 2, 2014 meeting, Fussel second, motion carried.

Committee Overview:

Trade Show/Sales Mission Recap

- **Travel South International** Kim DaRoja attended December 1-3 in New Orleans, LA. Attended along with The Carolina Opry, Hampton Inn & Suites Oceanfront. 2 pods. 80 appointments. Very good show. Co-sponsored dinner with 10 operators with SC PRT and Charleston CVB.
- **AENC (Association Executives of NC)** Mikki Walls attended December 11 in Raleigh, NC. Co-op partnership with Alabama Theatre, Marina Inn at Grande Dunes, Myrtle Beach Marriott, Sheraton Hotel, Springmaid Beach Resort, The Carolina Opry, Hilton Garden Inn & Leo Events. Team created a "Big Break Myrtle Beach" golf theme complete with golf attire, golf pro with golf simulator and hosted Sweet Tea Bar at the annual trade show. Our themed booth created quite a buzz with approximately 60 Meeting and Event Planners visiting the booth to learn more about Myrtle Beach.
- **Association Forum Holiday Showcase** Mikki Walls attended December 15-17 in Chicago, IL. This is an annual holiday meeting planner trade show and networking event where approximately 45 planners came through our booth. In conjunction with the MBCC, we were able to update Chicago area meeting planners & event managers on developments in the MB area. This looks to be a positive market due to interest in a new and different DMO.
- **ABA (American Bus Association)** Sandy Haines attended January 9-14 in St. Louis, MO Entertainment was Jersey Boys from the Palace Theatre. In addition we presented the Myrtle Beach sponsor video. 30 partners – average of 30 appointments each – total of approximately 900 total appointments.

Sponsorship included: Tour Operator Breakfast – breakfast seem to be more crowded than normal – 450-500 operators in attendance. Booth was in a high traffic area of marketplace floor. Positive feedback from both the tour operators and the MB partners

- **Professional Convention Management Assn (PCMA)** Mikki Walls attended January 11-14 in Chicago, IL. The annual event boasts over 4000 meeting planners and suppliers. The event focuses on education and elevating the next generation of meetings/conventions/events. In addition to learning labs, there are lots of enhanced networking opportunities.
- **Faith Travel Association (FTA)** Sandy Haines attended January 19 in New Orleans, LA. 2 partners in attendance. This is a new Faith Based Conference ~ appointments are scheduled and we received them at registration. I had 12 appointments, several no show and some company duplications. I did express my concerns to the FTA Planners and again this was their first year definitely some kinks to work out. The concept was very good and hope for improvement next year.
- **National Tour Association (NTA)** Sandy Haines attended January 18-22 in New Orleans, LA. 4 partners in attendance. 48 appointments. NTA was much better this year, have already sent out leads actually sent a lead out while on appointment. Definitely much improved from the last time attended in Orlando, did not attend last year. Plan on attending next year in Atlanta. Very good show.
- **HelmsBriscoe Region Meeting 2015** Hosted 22 3rd Party Meeting Planners from the Southeast Region; Virginia, North Carolina & South Carolina on January 25-27, 2015. Mikki Walls conducted a presentation to update the group on the latest hospitality & tourism news in MB; Airport improvements, hotel projects, Sports Complex, restaurants and shopping. Welcome gifts were provided with brand new Destination Planning Guides as well as a hosted closing reception & dinner at Margaretville. This was a great opportunity to meet with all of our regional HB Reps, right here in our back yard.
- **Religious Conference Management Association (RCMA)** Mikki Walls attended January 27-29 in Birmingham, AL. In co-op partnership with the Springmaid Beach Resort & Alabama Theatre, Myrtle Beach exhibited at the annual convention. Together we were able to secure 15 appointments and an additional 5 planners that met with us in the booth. In addition, individuals came through the booth at their leisure, to collect information on MB. RCMA also hosted networking opportunities and educational forums.
- **Diversity Marketplace** Ursula Grant attended January 25-27 in Newport Beach, CA. Two day appointments. Had 30 appointments that resulted in 5 RFPs.
- **SC Society of Association Executives (SCSAE)** Ursula Grant attended January 29 in Columbia, SC. Theme was super heroes. Myrtle Beach won best booth.
- **Better Golf Meetings Summit** Danna Lilly attended. New concept with M & C partnering with PGA magazine and meeting planners that host golf meetings. Two DMO's, Florida and Myrtle Beach, in attendance. Investment was worth it.

Sports Tourism Update. Mike Anderson reviewed the sports efforts. Looking to form a chamber/CVB appointed sports tourism advisory council. There would be 24 appointed members including representatives from the entire Grand Strand. Led by Mike Anderson, Executive Director Sports Tourism, MBACVB. No officers/roles. Council meets two times per year independently

2015 Overview. Kim DaRoja reviewed:

- **2014 group sales goals** reported on the group sales goals report as of December 1, 2014.
 - Total number of leads generated is 859 with total potential room nights of 339,596. Currently at 105% of the 821 lead goal for 2014.
 - Total number of definite room nights booked is 172,805. Currently at 106% of the 163,258 room night goal.
 - 75 site visits, group and individual FAMs.
 - 303 groups serviced with approximate total of 56,000 attendees.
- **2015 group sales goals:** Ritcher made a motion to approve the 2015 group sales goals, Williams second, motion carried.
- **2015 tradeshow schedule:** Calhoun made a motion to approve the 2015 tradeshow schedule, Kenny second, motion carried.
- **2014 Groups & Meetings Website Activity report:** All page views were up from 2013.

Unfinished Business

- Charlie Bradshaw announced next meeting Tuesday, April 7, 2015 at 2:30 pm.
- Watched ABA 2015 sponsorship video
- Governor's Conference February 9-11 at Kingston Plantation. 50th Anniversary.