

Board of Directors Meeting Minutes

Chamber Boardroom

February 26, 2020 - 9:00 am

Attendees: Stuart Butler (by phone), Pablo Chavez, Kenny Generette, Mike Hagg, Radha Herring, Matt Klugman, Theresa Koren, Steve Mays, O'Neil McCoy, Seth McCoy (by phone), Billy McGonigal, Ryan Moore, Monty Morrow, Samantha Slapnik, Robert Stinnett, Atiya Stokes Brown, Alicia Thompson, Tom Tse, Ben Vukov

Absent: Jamie Broadhurst, Alex Husner, Sarah Miles, John Rowe, Amy Stevens

Guests: Tim Norwood, EVP of Sales for Synergi Partners; Brian Piascik with Coast RTA; Mary Winslow and Mandee Harvey with LUCKIE; Katie Brisco and Stewart Colvin with MMGY

Staff: Karen Riordan, Diana Green, Cindy Gettig, Jimmy Gray, Scott Schult, Randy McKeel, Bob Harris, Diane Charno, Rebecca Edgar, Seth Holek

Call to Order / Approval of Minutes

Steve Mays, Chairman, called the meeting to order at 9:07 a.m.

The January 29, 2020, meeting minutes were reviewed.

Correction: Page 2 under Business Development: Motion to approve members was made by Mike Hagg and seconded by Stewart Butler.

Billy McGonigal made a motion to approve the January 29 minutes as amended. Mike Hagg seconded the motion, which passed upon a unanimous vote.

Presentations

Tom Norwood spoke for Synergi Partners, a consulting company that specializes in helping employers take advantage of federal tax credit and incentive programs. As partners, Synergi would educate MBACC member-investors on tax credits for businesses affected by Hurricane Florence.

Brian Piascek, General Manager of Coast Regional Transit Authority, gave a presentation on the mission and services offered by the transit company. Coast RTA presently services 7 fixed routes and provides additional paratransit services for those in need. Anticipated growth includes new bus shelters, new bus acquisition and new routes from North Myrtle Beach to Georgetown.

Division Summaries

Finance:

Randy McKeel reviewed the consolidated financials and statement of activities for the period ending January 2020. Government funding was higher than anticipated, resulting in total revenues having a positive variance of \$275,000. All expenses were below budget with total expenses down \$209,000. Total assets show an increase of \$484,000 over budget.

Auditors will present the 2019 audit to the Finance Review Committee on March 11. Recommendations will be made on the appropriate and best use of the \$4M surplus in assets from 2019. The audit will be presented at March meeting of the Board of Directors.

Business Development:

Billy McGonigal, Business Development Committee, Chair, presented 14 new member investors for approval. Upon a motion made by Kenny Generette and seconded by O'Neil McCoy, all members were approved upon a unanimous vote.

Monty Morrow made a motion to approve Synergi Partners as a Chamber affinity partner. Mike Hagg seconded the motion which passed upon a unanimous vote.

A 2% increase in member-investor dues for 2020 was proposed by Billy McGonigal. Mike Hagg made a motion to increase member-investor dues by 2% increase effective July 1, 2020. Seconded by O'Neil McCoy, the motion passed unanimously.

Marketing:

Steve Mays reported for Marketing Division. MMGY presented their brand research and strategy recommendations to Marketing Council on February 11. The Council will next hold a joint meeting with Flip.to and TIP program partners.

Advocacy:

Rhoda Herring reported for the Advocacy Council. The Legislative Reception will take place on March 4th and the next meeting of the Advocacy Council will be April 27th.

Jimmy Gray reported that the advocacy team continues to work on issues with the school start date debate and the House budget. The preliminary budget show additional funding for ocean outfall, tourism recovery advertising, destination specific matching grant program and new funding for Horry County transportation projects. A media campaign for school start date will be launched this week.

Community Engagement:

Monty Morrow stated that the Community Engagement Council will be supporting the City of Myrtle Beach's efforts on downtown redevelopment and full activation of the holiday season.

Business Diversity:

Atiya Stokes-Brown, Chair, introduced a proposed revised name and mission of the Business Diversity Council. The new name, Business Diversity, Inclusion and Equity Council, and the changes in the

mission statement, better reflect the goals of the Council and the support that it wants to provide to the community.

Kenny Generette made a motion to change the current name of Business Diversity Council to Business Diversity, Inclusion and Equity Council and adopt the revised mission statement as presented. Seconded by Pablo Chavez, the motion passed upon a unanimous vote.

CEO Report

Karen Riordan introduced Stewart Colvin, Chief Creative Officer of MMGY Global. Mr. Colvin gave a presentation on the key findings of their brand positioning research. The vision is to find a successful strategy to implement a campaign that focuses on the common shared interests and experiences of Grand Strand visitors and residents. The presentation will be shared with key stakeholders in the upcoming weeks.

Chair Reports

Upon the resignation of Larry Bond from the Board of Directors in January, the qualifications of the 2020 nominees were reviewed to determine the best candidate to fill the position. Steve Mays nominated Tracy Conner, with Myrtle Beach Golf Course Owners, to fill the vacant position.

O'Neil McCoy made a motion to appoint Tracy Conner as the replacement Director for the remainder of the vacant seat term. Seconded by Billy McGonigal, the motion passed unanimously.

Adjourn

Upon a motion made by Mike Hagg and seconded by Ryan Moore, the meeting adjourned at 11:00 am.