

**Marketing Council Meeting Minutes
March 11, 2015**

Myrtle Beach Area Chamber of Commerce Boardroom

Marketing Council Members in Attendance: Steve Mays, Bill McGonigal, Phil Vassar, Monty Morrow, Julia Singleton,

Staff in Attendance: Scott Schult, Mary Mroz

Others in Attendance: Dennis Nichol and Dave Geneviro

Call to Order: Phil Vassar called the meeting to order at 3:08 p.m.

Golf Holiday

- Representatives from MB Golf Holiday gave a presentation on their organization including membership and budget, partner organizations including Tee Time Network and the Golf Course Owners Association, the state of the industry, research. They then switched gears to marketing highlights from 2014 and 2015 upcoming projects.

Adjourned: 4:08 p.m.