



Advertising & Publicity Committee
Meeting Minutes
October 23, 2014
Myrtle Beach Area Chamber of Commerce Boardroom

Advertising & Publicity Committee Members in Attendance: Steve Mays, Monty Morrow, Chris Beattie, Randy Ingram, Andy Milovich, Erik Reis, Lisa Stringer, Craig Atkins, Jenny Alston, Margaret Wallace, Jennifer Willard, Pam Shelly

Staff in Attendance: Scott Schult, Mary Mroz

Others in Attendance: Josh Williams

Call to Order: Steve Mays at 9:32 a.m.

Approval of Minutes

Introductions

- Each member in attendance introduced themselves and their business

Committee Overview

- Steve Mays gave an overview of the role of the committee

Advertising Update – Scott Schult

- Scott Schult gave an update including 2015 Top Goals, marketing allocations, core leisure promotions. YTD website results are holding steady for unique visits, with referrals slightly up. Aprox 66 TV markets will be running for the spring campaign until Easter, new TV spots were presented including Allegiant Air to show the airline support in non-stop markets as well as info in the Carolina Country Music Festival. New partnerships with Land O’ Frost and the MAC Basketball Conference were presented both giving us visibility to our core target markets.

PR Update

- Q1 Results – 155M impressions, \$14.6M equivalency. A NY City presstrip along with DC area media calls were completed in first quarter. Currently running a FB contest called Thaw Me Out encouraging snowed in people to win a trip to MB by posting pictures. Upcoming activities include Atlanta and Toronto press trips, Weddings, spring deals, summer events, Carolina Country Music Fest and KY Motorspeedway sponsorship are among the press releases going out soon.

Business/Marketing Trends Discussion - All

- Discussion was had by all in attendance of business trends, upcoming events and promotions.

Meeting Adjourned at 11:08 a.m.