

Board of Directors Meeting Minutes
Chamber's Boardroom
March 15, 2016 ~ 9:30 a.m.

Attendees: Jim Creel, Jr., Wayne Morris, Todd Setzer, Phil Vassar, Tony Cox, Sabena Dayton, Bryan Lewis, Carla Schuessler, Julia Singleton, Charlie Bradshaw, Terrance Herriott, Julie Kopnick, Nancy Lee, John Sawyer, Billy McGonigal, Chris Shroff, Billy Huggins, Hugh Huggins, Steve Mays, Andy Milovich

Guests: Suzanne Hinde, David McMillian, John Durst, Bob Barenberg, Bob Calliham, Glen Bodenheimer, Allison Stout

Staff: Brad Dean, Kathy Richardson, Jim Wright, Scott Schult, Seth Holek

Call to Order / Approval of Minutes / Public Input / Presentations-Awards

John Creel, Jr. called the meeting to order and introduced Allison Stout as a guest attending the meeting as part of LGS. The February 16, 2016 meeting minutes were then approved.

John Durst spoke on behalf of the S.C. Restaurant & Lodging Association discussing changes to the national organization's new dues structure and its effect on local business membership. He thanked the chamber board for their support of the SCRHA and encouraged future participation.

Division Summary Reports

Jim Wright introduced Bob Calliham of Smith Sapp Bookhout, Crumpler & Calliham who then reviewed the 2015 audit results which resulted in an unqualified opinion. Bob also encouraged the chamber to continue building reserve funds as in previous years. Billy Huggins reported for the Finance Review Committee giving a brief overview of the Statement of Financial Activity and Statement of Financial Position. Jim Wright also discussed the Agreed Upon Procedures Engagement plan.

Jim Creel & Jim Wright presented the Q4 2015 Stellar Performance Award to Susan Giaquinta and Elaine Weidman.

Todd Setzer reported there are 17 new member prospects and asked the board to review the slate of members as presented. After board review, a motion was made to approve the proposed new members. The motion was seconded and was then approved by all board members present. Brad Dean discussed the 5 Points Association's request of a group MBACC membership. He stated that current guidelines allow for a restricted membership and discussed those restrictions. A motion was made to approve a group membership for the 5 Point Association. The motion was seconded and was then approved by all board members present.

Terrance Herriott reported for the Diversity Council stating he's awaiting feedback on possible projects from council members and is looking forward to reviewing their ideas at the next council meeting.

Hugh Huggins reported for the Young Professionals Council providing a recap of the gsScene Oyster Roast stating the event resulted in a 48% increase in revenues. The committee is also focusing on bringing in new members to the committee.

Phil Vassar reported for the Marketing Council stating February 2016 experienced 1.2 M unique visits, 750,000 referrals, \$15.8 M in ad equivalency value and 321 M impressions. He also reported there are many Canadian journalists in market this month, and a travel writer from USA Today spent four days with us last week for an adventure/outdoor tourism story.

Charlie Bradshaw and Sabena Dayton reported for the Group Sales Committee discussing several changes made to the committee. They also discussed the committee's review of all Group Sales Division tradeshow attendance as it relates to investment and ROI. Brad Dean further discussed future changes to the committee. Brad Dean discussed final group room nights booked for 2015 stating the numbers have been revised & corrected for 2015.

CEO Report – Brad Dean

- Provided a recap of the DMAI Destination Assessment results
- Discussed a hearing taking place today with the House Ways & Means Committee on the Tourism Destination Fee. He provided a recap of the existing law and reviewed documents to be shared with the Ways & Means Committee.
- Discussed the water quality issue and the chamber's efforts to combat negative social media reports. He reported that DHEC will be testing the water this week and alerted to board of his upcoming meeting with DHEC later that day.
- Discussed several available options for the board to take regarding a FOIA request recently received.

Past Chairman Report – Jim Creel, Jr.

- None given

Directors Comments

- None given

A motion was made to adjourn the meeting.

/kr