

**Board of Directors Meeting Minutes**  
**Chamber's Boardroom**  
**March 17, 2015 ~ 9:30 a.m.**

**Attendees:** Jim Creel, Jr., Bill McGonigal, Wayne Morris, Todd Setzer, Phil Vassar, Tony Cox, Sabena Dayton, Billy Huggins, Hugh Huggins, Carla Schuessler, Julia Singleton, Marilyn Fore, Radha Herring, Steve Mays, O'Neil McCoy, Monty Morrow, Charlie Bradshaw, Brooke Doswell, Ross Martin

**Guests:** Bob Calliham, Glenn Dodenheimer, Peggy Iverson, Chris Walker, OMA Representatives

**Staff:** Brad Dean, Kathy Richardson, Jim Wright, Kim DaRoja, Scott Schult, Diana Greene, Susan Phillips, Danna Lilly, Cindy Ott

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

Jim Creel called the meeting to order. The February 17, 2015 meeting minutes were then approved.

Peggy Iverson and Chris Walker discussed the Oceanfront Merchants Association's plans for 2015 as well as potential funding challenges.

**Division Summary Reports**

Jim Wright introduced Bob Calliham of Smith Sapp Bookhout, Crumpler & Calliham who then reviewed the 2014 audit results which resulted in an unqualified opinion. Bob also encouraged the chamber to continue building reserve funds as in previous years. Wayne Morris reported for the Finance Review Committee giving an overview of the Statement of Financial Activity and Statement of Financial Position.

Radha Herring reported there are 18 new member prospects and asked the board to review the new slate of members as presented. After board review, Marilyn Fore made a motion to approve the proposed new members. Tony Cox seconded the motion and it was then approved by all board members present.

Marilyn Fore reported for the West of the Waterway Council stating they are working on an event in May that will feature Horry County Police Chief Sandra Rhodes and Myrtle Beach Police Chief Warren Gall.

Phil Vassar reported for the Marketing Council stating the council approved a proposal to create a new real estate page on VisitMyrtleBeach.com in an effort to broaden real estate representation. After board discussion, the decision was made to defer creation of the proposed website page until staff and the Marketing Council could conduct further research. Phil then gave an update on the spring TV push and reported that the beach house giveaway resulted in 81k entries. Lastly, he reported that for the month of February VisitMyrtleBeach.com generated 1,055,880 unique visits and 813,974 referrals and January and February 2015 PR efforts have generated \$40.7 million in earned media value and more than 358 million in media impressions. The board also discussed Myrtle Beach Golf Holiday's funding level for 2015.

Danna Lilly gave a thorough presentation on the new Sports Tourism Alliance currently under development. The Marketing Council approved its formation and brought the matter before the board in the form of a motion. After board discussion, Tony Cox made a motion to accept the formation of the Sports Tourism Alliance. Phil Vassar seconded the motion and it was then approved by all board members present. The board then discussed the proposed slate of nominees to serve on the Sports Tourism Alliance. After board discussion, Phil Vassar made a motion to accept the formation of the Sports Tourism Alliance. Marilyn Fore seconded the motion and it was then approved by all board members present.

### CEO Report – Brad Dean

- Discussed recent success with the School Start Date issue in the House and reported it will now be taken up by the Senate
- Reported the House budget increased the destination specific funding grant to \$16M and the Senate will have a hearing on it this week
- Discussed the development of a new long range plan for disaster preparedness currently underway
- Discussed further details of the Memorial Day Weekend planning & messaging and reported the city will hold meetings with area businesses
- Gave a brief recap of the success of the Big South Championships.

### Chairman Report – Jim Creel

- None given

### Directors Comments

- None given

*A motion was made to adjourn the meeting.*

/kr