



**Myrtle Beach Area Convention Bureau
CVB Group Sales Committee Meeting Minutes
March 2, 2016**

Attendees: Charlie Bradshaw, Ellen Calhoun, Sabena Dayton, Jonathan Fussell, Emma Hagg, Heather Horner, Pauline Levesque, Anna Lillemoen, Diane Garcia, Molly Mercer, Stephanie Parsons, Pam Reis, Sharon Salyer, Corrie Sanchez

Staff: Mike Anderson, Kim DaRojia, Casey Dornhecker, Melanie Doty, Sandy Haines, Michelle Schollmeyer, Mikki Walls

1. **Call to Order/Introductions:** Charlie Bradshaw
2. **Approval of Minutes:** Fussell made a motion to approve the minutes from the February 25, 2016 meeting. Levesque seconded and motion was carried.
3. **Marketing**
 - a. **Canadian Exchange Rate** - Susan Phillips, Director of Marketing, discussed the Canadian Exchange Rate and leisure travel promotions tied to Can-Am. Announced during the September 2015 Toronto Sales Mission promotions for Can-Am 2016 to offset exchange rate. Promotion ends April 30th. We had a lot of media coverage in Canada. Looking at possibly doing a Fall Canadian campaign will start requests in June.
4. **Trade show/ Sales Mission Review:**
 - a. **Your Military Reunion Connection (YMRC):** Melanie Doty reported that we have been attending YMRC for three years. It is held locally at Landmark Resort other member/partners also attend. Cost is \$695 to exhibit and \$249 for membership. Total cost of \$944 yearly. Typically meet about 25 planners. It's a great show.

Will continue to attend this show in Myrtle Beach in 2017 but, will also look at attending a YMRC show in another destination. Will review possible locations to attend and present to committee for final approval.
 - b. **American Bus Association (ABA):** Sandy Haines reported. ABA was held in Louisville, KY this year. We have been participating for a minimum of 10 years. ABA is our largest tour and travel association tradeshow. There were a total of approximately 100 appointments. 2017 will be held in Cleveland, OH.

ABA is approved to attend in 2017.

- c. **National Tour Association (NTA):** Sandy Haines reported. NTA was held in Atlanta, GA. This show has been attended every other year. Does not really fit into the motor coach criteria, it is has gone to more of international or FIT. It is not a very well organized show.

NTA was not approved to attend in 2017.

- d. **Select Traveler Conference:** Sandy Haines reported. Select Traveler was held in Little Rock, AR. This used to be called Bank Travel. Great networking show.

Select Travel has been approved to attend in 2017.

- e. **Association Executives of NC (AENC):** Mikki Walls reported. AENC was held in Raleigh, NC. This is the largest co-op show she attends. A lot do not go out of state but, there is a good mix of association and corporate planners. The issues with the numbers being reported is that a lot of the planners go direct to hotel and circumvent the CVB.

AENC has been approved to attend in 2017.

- f. **Association Forum Holiday Showcase:** Mikki Walls reported. Association Forum Holiday Showcase was held in Chicago, IL. 30 planners scanned through the booth. This is a tradeshow only format. Reportedly 1,400 buyers attended. Over 400 exhibits, it is a mix of hotel brands, DMOs and hotel properties. Airlift is one of the big questions.

Association Forum Holiday Showcase has been approved to attend in 2017.

- g. **Religious Conference Management Association (RCMA):** Mikki Walls reported. RCMA was held in San Diego, CA. Springmaid and Alabama Theatre co-op on this tradeshow. The attendance was over 900. 16 appointments were secured ahead of the show plus 2 more during the show for a total of 18 appointments. This a combination of walk up tradeshow and appointments. We secured 3 RFP. This has been excellent the last two years Walls has attended. Religious market is flexible for off season. Primarily city wide conventions.

RCMA has been approved to attend in 2017

- h. **Diversity Marketplace:** Mikki Walls reported on behalf of Ursula Grant who attended Diversity Marketplace which was held January 17 in Atlanta, GA. Conference focused on multicultural business in the meetings and events industry. The three-day event features training workshops, education and networking opportunities as well as prescheduled appointments. 22 appointments with 1 cancellation. 3 RFPs given and 2 sent out.

Table voting on Diversity to see if Collinson Media will merge this show with Connect Specialty.

- i. **SC Society of Association Executives (SCSAE):** Mikki Walls reported on behalf of Ursula Grant who attended SCSAE held in Columbia, SC January 28th. 6 partners attended along with CVB. 42 contacts stopped by the booth. 4 RFPs given with 3 sent out. This show is more a PR presence since the association members are familiar with the area.

SCSAE has been approved to attend in 2017.

- j. Destinations Showcase – DC:** Mikki Walls reported on behalf of Ursula Grant who attended Destinations Showcase – DC in Washington DC. Springmaid Beach Resort and Convention Center co-op. Show was much smaller than previous years and there was disappointment in lack of attendance. 30 contacts were made with some interest in the Myrtle Beach area. Secured 2 RFPs with some follow up for future business.

Destinations was not approved for 2017. Table it and look at attending this show maybe every other year. Look at doing our own event in DC.

5. Unfinished Business:

Lillemoen asked to get a list of what the CVB is doing outside of the trade shows.

The next meeting is at 2:30 p.m. on Tuesday, April 5th in the chamber boardroom.