

Board of Directors Meeting Minutes
Chamber's Boardroom
March 21, 2017 ~ 9:00 a.m.

- Attendees:** Todd Setzer, Bryan Lewis, Carla Schuessler, Julia Singleton, Terrance Herriott, Alex Husner, Andy Milovich, Patrick Norton, Ryan Swaim, Jim Powalie, David Nelson, Matt Klugman, Nora Mason, Ralph Byington, Julie Kopnick, Sabena Dayton, Hugh Huggins, John Sawyer
- Guests:** Bob Calliham, Glen Bodenheimer, Steve Chapman, John D'Ambriso, Carolyn Bonifas-Kelly
- Staff:** Brad Dean, Kathy Richardson, Diana Greene, Cindy Gettig, Kim DaRoja, Scott Schult, Diane Charno, Amy Villasenor, Seth Holek

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

Todd Setzer called the meeting to order. The January 17, 2017 meeting minutes were then approved.

John D'Ambriso presented on behalf of the Better Business Bureau – Coastal Carolina. He discussed the BBB's practices and their impact on the community. He also thanked the chamber for continuing a positive partnership between the two organizations.

Bob Calliham of Smith Sapp CPA Firm reviewed the 2016 audit results which resulted in an unqualified (i.e. clean) opinion. He also commended the chamber for continuing to build reserve funds and encouraged the board to continue the practice.

Carolyn Bonifas-Kelly of TRIP, discussed the upcoming release of their report which examines road and bridge conditions, congestion, economic development, highway safety, and transportation funding need for safe, smooth and efficient mobility in SC.

Steve Chapman presented on behalf of the Grand Strand Business Alliance, asking the Chamber to consider assisting in funding the effort to write legislation related to tolling I-73 so that the legislation is ready to file once the USACE awards the permit. After board discussion, Terrance Herriott made a motion to direct reserved (unbudgeted) funds of up to \$25k to the Grand Strand Business Alliance to be used to assist in covering the cost of developing legislation related to tolling of I-73. John Sawyer seconded the motion and was then approved by all board members present.

Division Summary Reports

Terrance Herriott reported for the Finance Review Committee giving a brief overview of the Statement of Financial Activity and Statement of Financial Position. Terrance also reviewed the FRC's discussion on the proposed CVB funding model stating they reported favorably, however had concerns over the lack of plan "B" or "C" and encouraged chamber staff and the CVB Task Force to develop alternatives strategies.

Carla Schuessler reported there are 25 new member prospects and asked the board to review the slate of members as presented. After board review, Ryan Swaim made a motion to approve the proposed new members. Terrance Herriott seconded the motion and was then approved by all board members present. Carla also reminded the board of the upcoming Annual Meeting on April 18th, the Volunteer of the Year Celebration on May 4th and the upcoming Member Appreciation Cook-Out on April 28th.

Patrick Norton reported for the Marketing Council stating the Council will meet tomorrow morning and will review and finalize the 2018 New CVB Model with the goal of bringing it before the board at the April meeting.

Andy Milovich reported for the Fulfillment Committee stating the committee met on March 7th and approved the following measures; removing all member grids from guide, no longer producing coupon booklet, allowing a coupon in member ad, continue with coupon online, providing a map in the guide only, and discontinuing overruns. They also approved utilize second year option with current printer and will continue to use the same agency to handle all file prep work for printer. Andy then stated all of these measures will be brought before the Marketing Council at the meeting tomorrow.

Kathy Richardson discussed the potential use of a new software program aimed at activating the chamber membership when a potential legislative issue arises, e.g. beach renourishment.

Carla Schuessler and Brad Dean provided an update from the MBACC Scholarship Foundation and discussed this year's slate of scholarship recipients to be approved by the board. After board review, Ryan Swaim made a motion to approve the slate of 2017 scholarship recipients. Julia Singleton seconded the motion and was then approved by all board members present.

CEO Report – Brad Dean

- Invited the board to attend a meeting with Governor McMaster on Monday, April 3rd
- Discussed the City of Myrtle Beach's accommodation tax collections and a proposed change in the set-aside procedures
- Provided an update on an SAFMC issue, stating that 500+ letters in opposition have resulted in the proposed pilot programs being put on hold for now
- Reported that 2:1 funding continues to look solid in the State budget this year
- Provided an update on the Auto-Stay bill stating it has gone through both the House & Senate committees and is feeling confident of its passage
- Stated the state gas tax issue is still being discussed in the House & Senate
- Stated that I-73 funding will be discussed at the upcoming Horry County Council budget retreat
- Provided an update on beach renourishment stating we're still working on funding for central Myrtle Beach.

Immediate Past Chair Report – Radha Herring

- None given

Chair Report – Todd Setzer

- None given

Directors Comments

- None given

A motion was made to adjourn the meeting.

/kr