



**Marketing Council Meeting Minutes
March 22, 2017**

Myrtle Beach Area Chamber of Commerce Boardroom

Marketing Council Members in Attendance: Julia Singleton, Andy Milovich, Alex Husner, Billy Huggins, Patrick Norton, Sabena Dayton, Ryan Swaim, Matt Klugman, Cindy Hull, Chris Shroff, Todd Setzer, David Nelson, Richard Singleton

Staff in Attendance: Brad Dean, Scott Schult, Kim DaRoja, Diana Greene, Diane Charno, Mary Mroz, Johanna Hodge, Scott Head,

Call to Order: Richard Singleton called the meeting to order at 9:07 a.m.

Approval of Minutes

2018 CVB Model

- The CVB Funding Model Task Force recommendations were presented by staff for three areas: Leisure/Lodging, Activities & Attractions, and Group Lead Services. After much discussion Council approved the Task Force recommendations with the following considerations:
 - Specialty leads services will be included in the three basic group lead services but not included in any leisure package. A separate price for Specialty-only will be established for those properties that choose to participate only in Specialty-only.
 - The blended model of a fixed-fee-plus-variable-rate schedule will be used for Meetings & Conventions, and Group Tour, as recommended. Due to the complexities associated with the Sports segment, a fixed fee schedule will not be used. Instead, staff will explore a fixed fee arrangement for Sports Group Leads only. A price range of \$10,000-15,000 per year was discussed; staff will research and make a recommendation at the Board meeting.
 - Group Sales division is developing ideas on how to incentivize Sports Groups to book at specific hotels.
- Other discussions were had on the details of executable items such as e-blasts scheduling as well as other marketing promotions scheduling. Staff will make recommendations on this to council at a later date.
- Council discussed various discount options, but chose not to implement any for 2018.
- Council discussed how to handle group lead services payment for those segments using the blended fees (flat and per room night). The discussion centered around whether the CVB voluntary fee should be paid at time of contract or time of consumption. Staff will evaluate financial impact of both methods and recommend options to Board.
- Due to time constraints other items were deferred to the next Marketing Council meeting.

Adjourned: 10:53 a.m.