

**Fulfillment Committee Meeting
March 24, 2016**

Committee Attendance: Steve Mays, Anna Bowers, Melissa Armstrong, Wayne Brown and Amanda Coy

Guest: David Olive

Staff: Susan Phillips, Johanna Hodge and Colleen Balzotti

Call to Order – Steve Mays at 3:35pm

Committee Roles & Responsibilities – Steve Mays reviewed committee roles and responsibilities, stated mission is to provide oversight of the production of chamber publications.

Review 2016 Publications – Johanna Hodge reviewed the Official Myrtle Beach Area Visitors Guides, stating their purpose along with quantity and distribution of each piece.

2017 Plan – Susan Phillips reviewed the chamber's marketing plan and the consumer research that is done to offer feedback in planning our publications. Also stated we are very cognizant of diversity and ethnicity.

David Olive, Gilmore Entertainment – Gave input about opening spread of the theater section of guide. Made suggestion that image should be exciting and lively, to prompt visitor to call. Staff specified image is rotated each year with a different image/theatre.

Meeting adjourned – 4:25pm

/jh