

**Board of Directors Meeting Minutes  
Chamber Boardroom  
March 19, 2019 ~ 9:00 am**

**Attendees:** Larry Bond (by phone), Mike Hagg, Cindy Hull, Alex Husner, Matt Klugman, Nora Mason, Steve Mays, O'Neil McCoy, Billy McGonigal, Ken McKelvey, Sarah Miles, Ryan Moore, Monty Morrow, David Nelson, John Rowe, John Sawyer, Carla Schuessler, Richard Singleton, Robert Stinnett (by phone), Ryan Swaim,

**Absent:** Jamie Broadhurst, Ralph Byington, Radha Herring, Ben Vukov

**Guests:** Noelle Mason - Plantation Realty Group,  
Bill Golden, CEO, and staff of Golf Tourism Solutions

**Staff:** Karen Riordan, Diana Greene, Cindy Gettig, Jimmy Gray, Scott Schult, Amy Villasenor, Bob Harris, Diane Charno, Seth Holek, Rebecca Edgar

**Call to Order / Approval of Minutes**

Board Chair Matt Klugman called the meeting to order at 9:00 a.m.

The February 19, 2019, meeting minutes were presented and reviewed. Richard Singleton made a motion to approve the February 19, 2019 meeting minutes. Mike Hagg seconded the motion, which was unanimously approved.

**Presentations**

Bill Golden, CEO of Golf Tourism Solutions, introduced the GTS team members present. Mr. Golden stated that GTS's purpose is to promote the Myrtle Beach area market and address issues for Myrtle Beach golf industry. Their relationship with the Chamber provides adjunct marketing support for golf. Mr. Golden's presentation gave an overview of the company's core objectives, business structure and focus on attracting new golfers to the area from key feeder markets.

**Division Summary Reports**

John Rowe reported for the Finance Review Committee. Smith Sapp shared the 2018 audit findings which resulted in the MBACC's 19<sup>th</sup> clean audit review. Smith Sapp will give a full audit report in the April meeting. Mr. Rowe reviewed the Consolidated Statement of Activities for February, which showed that total revenues are up \$200,000 compared to budget and the 2019 YTD expenses are under budget by \$331,000.

In the most recent Finance Review Committee meeting, the group voted on the reserve designation. Amy Villasenor presented the Reserve Designations for Board approval, which included \$7,976,475 Unrestricted Reserves and \$8,432,886 Restricted, for a total combined reserve amount of \$16,409,361.

Richard Singleton made a motion to approve the Reserves Designations as presented. Seconded by Billy McGonigal, the motion passed upon a unanimous vote.

Monty Morrow reported for the Business Development Division, wherein 17 new members were presented for approval. Ryan Swaim made a motion to approve the new members. Duly seconded by Jim Powalie, the motion passed unanimously. The upcoming Business Development Councils' activities are included in the Committee Activity Summary in the packet for this meeting.

Steve Mays, Marketing Council Chair, reported that the Travel South convention in February resulted in a \$600,000 positive direct impact on Myrtle Beach. He briefly reviewed the marketing activities for the month and encouraged the Board members to view the current marketing campaigns on the MBACC website.

Matt Klugman reported that the next TIP task force meeting will be on Friday, March 22. The group is making progress on the details of a new concept for the 2020 program. Mr. Klugman gave accolades to the MBACC staff for a job well done for the Travel South Convention.

Reporting for the Advocacy Council, Richard Singleton informed the group that the April Advocacy Council meeting will take place on the 29<sup>th</sup>, wherein Lieutenant Governor Pamela Evette will be in attendance.

Jimmy Gray thanked all who attended the Governor's Conference on Tourism. Mr. Gray and Karen Riordan continue to stay engaged with the city and county councils on I-73 issues.

### **CEO Report**

Karen Riordan reported that the RFP process is continuing according to schedule. RFP Committees will be finalizing previously publicized RFPs and will be presenting those to the Board for approval.

The marketing team is working on a presentation of the current out of market campaigns for Board review.

Ms. Riordan attended the 2019 MIPIM conference on behalf of the MBACC and made several connections. MIPIM is the world's largest real estate marketplace showcase.

Legislative efforts include School Calendar and working with Senator Greg Hembree on a municipal tax relief bill.

Karen briefed the group on the hospitality fee circumstances between Horry county and the various municipalities. She and Jimmy Gray continue to work with city and county leaders, encouraging them to consider entering into intergovernmental agreements and designate funds for I-73.

Chairman Klugman adjourned the meeting at 10:40 a.m.

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