

Board of Directors Meeting Minutes

Teleconference

March 25, 2020 - 9:00 am

Attendees: Jamie Broadhurst, Stuart Butler, Tracy Conner, Mike Hagg, Alex Husner, Matt Klugman, Theresa Koren, Steve Mays, O'Neil McCoy, Seth McCoy, Billy McGonigal, Sarah Miles, Ryan Moore, Monty Morrow, John Rowe, Samantha Slapnik, Robert Stinnett, Atiya Stokes- Brown, Amy Stevens, Alicia Thompson, Tom Tse, Ben Vukov

Absent: Pablo Chavez, Kenny Generette, Radha Herring

Staff: Karen Riordan, Diana Green, Cindy Gettig, Jimmy Gray, Scott Schult, Randy McKeel, Bob Harris, Diane Charno, Rebecca Edgar

Call to Order / Approval of Minutes

Steve Mays, Chairman, called the meeting to order at 9:02 a.m.

The February 26, 2020, meeting minutes were reviewed. Billy McGonigal made a motion to approve the February 26, 2020 minutes as presented. Mike Hagg seconded the motion, which passed upon a unanimous vote.

Division Summaries

Finance:

John Rowe reported that there were no additions to the activity summaries for the period ending February 2020, copies of which are included in the packet for the present meeting.

Business Development:

Billy McGonigal, Business Development Committee Chair, presented 15 new member investors for approval. Upon a motion made by John Rowe and seconded by Alicia Thompson, all new members were approved by a unanimous vote.

There were no further additions to the Business Development Committee Activity Summaries included in the packet for the present meeting.

CEO Report

Karen Riordan reported that the communications team is meeting daily to discuss COVID-19 updates and prepare daily emails to members, website updates and social media updates. The website has a dedicated section for real time coronavirus information and resources. The group continues to monitor social media for sentiment expressed by the business community, tourists and residents.

The Chamber is 100 percent operational with all staff teleworking without interruption. COVID-19 Impact Surveys have been sent to businesses to determine how operations are being affected. A list of active dining establishments is being maintained on the website and social media to help support restaurants providing take-out, drive through and delivery during the ban on indoor dining.

In an effort to further disseminate relevant pandemic information to the public, the MBACC has hosted Facebook Live webinars – a Business Impact Forum with representatives from various business sectors, and a Legislative Update presented by Karen Riordan and Jimmy Gray.

The Marketing Council has made steps to cease Spring campaigns and move forward with a new CVB campaign of Sharing Sunshine which will promote a message of positivity and sensitivity to the concerns of travel due to coronavirus. Marketing Team will work with Flip.to on a soft campaign, including a photo contest.

The legislative team has been working with Congressman Tom Rice, the US Travel Association and the US Chamber of Commerce to better understand the components of the recently passed CARES Act.

Cooperative efforts are being made with the City of Myrtle Beach to formulate a recovery plan for summer 2020, along with an immediate short-term campaign in support of local businesses. As to the financial position, there is currently a \$1.1 mill positive variance attributable to higher revenues than expected in January and February and the continued expense control by the team. This surplus can be added back into the budget for critical activities. A credit line is available and the MBACC is eligible to apply for a small business loan provided for in the new CARES Act. A freeze has been placed on hiring new employees, salary freeze in effect, and all immediate business travel has been cancelled; further cuts are planned to preserve cash for operations and marketing efforts later in the year.

Membership renewals will not take place in April and options regarding dues are being considered to retain members during this financially challenging time.

There was discussion regarding the potential for beach closures and shelter in place challenges on state and local levels. Mandates must be consistent with all surrounding municipalities to effectively stop the spread of Covid-19. The Board agreed to support any decision made by Governor McMaster to issue stay at home orders or restrict or close the beaches.

Chair Reports

Matt Klugman gave accolades to Karen Riordan and the chamber team for managing the many elements of the COVID-19 crisis.

Directors Comments

Amy Stevens encouraged the Board members to use and promote the large social distancing campaign implemented by Tideland Health System.

Adjourn

Upon a motion made, the meeting adjourned at 10:01.