

Small Business Council
Meeting Minutes
April 9, 2015

Committee Members Present: Ted Cligrow, Peter Gasca, Bernita Platt, Yvette Jefferson, Jamie Saunders.

Committee Members Not Present: Lynn Bastian, Mary Henry, Susie McCaskill, John Rickard, John Sawyer, Todd Setzer, Lee Zulanch, O'Neil McCoy.

Staff Present: Diana Greene, Cindy Gettig, Shannon Furtick, Amanda Blomquist.

Yvette Jefferson called the meeting to order at 3:40 p.m.

I. Welcome and Introductions

II. Annual Meeting Follow Up

Cindy Gettig spoke about the 2015 Annual Meeting. Ross Shafer was our keynote speaker. We received great feedback about him. We also had three great breakout sessions and of course our awards luncheon. We honored Jack Lazarus and Woody Ford. It was a really good day.

Yvette Jefferson said she thought it was a great event with great turnout.

Gettig said we had more than 400 attendees.

III. Ambassadors and Small Business Members

Shannon Furtick explained the ambassador program to the council. She said her ambassadors are out in the community and working with members, particularly new members, to help make sure they're receiving all the benefits of the chamber. She said they do a great job and doesn't think the 90 percent retention rate would have been attained last year without them.

IV. Membership Survey Overview

Diana Greene showed the council the raw data from the annual membership survey. There were 569 member responses from several types of businesses, most of which were small businesses and most located in central Myrtle Beach.

We share these with y'all so you can see if there's something we should be working on doing in the future.

Diana Greene said there's one thing she could use input on. I'm serving on a committee that's trying to come up with ways to encourage or incentivize small businesses to be more engaged in disaster planning. I wondered if you had input on ways to get small businesses to connect with this.

Peter Gasca asked about insurance benefits.

Diana Greene said there aren't any right now, but she wishes there was.

Yvette Jefferson asked if the information could be sent to members.

Bernita Platt said it's difficult to get her clients to fill out business plans. Maybe this is something that needs a workshop where when they walk out their plan is basically done.

Ted Cligrow suggested doing something to motivate people to make it a higher priority to

design their plan maybe testimonials. He said that kind of marketing might be more motivational than an incentive. He said it could be as short as a 30 second video.

Gasca said he thought about the testimonial too, but from the other side using someone that did use the template to say it was easy and how it might help.

Bernita Platt said it should be online too because the real small business can't step away for workshops like this.

V. **Committee ideas for projects**

Diana Greene said she noticed the discussion about social media as a project but asked if she missed anything else from the first meeting.

Jamie Saunders said she can't find good employees. I don't know if we need more job training. I just cannot find somebody. Everyone is complaining that we need more jobs, but I've got three positions and I can't find anybody.

Peter Gasca said reliability is a difficult thing to find. My first summer here we hired eight people in a row who didn't show up for their first day after signing the hiring paperwork.

Members also suggested social media training. Additional education classes, teaching how to respond to negative posts.

The meeting adjourned at 5 p.m.