



**Myrtle Beach Area Convention Bureau
CVB Group Sales Committee Meeting Minutes
April 16, 2015**

Attendees: Anna Lillemoen, Charlie Bradshaw, Donna Rebello, Ellen Calhoun, Jessica Cutler, Jonathan Fussell, Karen Williams, Kelly Cauble, Pam Reis, Joanna Patterson, Robin Harvey, Sabena Dayton, Sharon Salyer, Stephanie Parsons, Tim Huber, Vicky Ritcher, Zach Brockman

Staff: Mike Anderson, Kim DaRoja, Sandy Haines, Danna Lilly, Mikki Walls, Mandy Roberts, Casey Dornhecker

Call to Order: Charlie Bradshaw

Approval of Minutes: Karen Williams made a motion to approve the minutes from the February 3, 2015 meeting, Vicky Ritcher second, motion carried.

Committee Overview:

Digital Marketing Update: Josh Williams with Visibility & Conversions reviewed VisitMyrtleBeach.com Groups & Meetings Website Activity. Gave overview looking at page views for 2014 and 2015. Q1 advertising spend softer than last year. Talking with Cvent and multi-view about 6 month campaign. Danna asks about increase in Convention Center numbers Josh answered landing page. Sabena asked if the leads were up or down for Q1 Danna answered they were up. Sabena asked spend cost for groups Josh answered 10k, 20k less spend. Bradshaw asked about group advertising Danna answered cut back in print to use excess money to build a stronger security presence over Memorial Day weekend. Hoping this will only last a year or two. Danna asks Josh if he thinks growth will cover costs cut. Josh answered trying to fix present balance.

Trade Show/Sales Mission Recap

- **Your Military Reunion Connection (YMRC)** Kim DaRoja reviewed on behalf of Melanie Doty who attended February 8-10, 2015 at the Landmark Resort. Reunion Planners: 22. RFPs received: 22 (most have gone out as leads already for 2015 and 2016. Ones for 2017 and beyond wanted to wait until the fall of 2015 to send the lead out). Definites as a result of the tradeshow: 1 signed a contract while at the Tradeshow (he had also attended last year's YMRC event) 2 others had just gone definite prior their arrival to YMRC in February. Suppliers: 21 (few area hotels but mostly hotels/destinations from outside the area).
- **Destinations Showcase - DC** Kim DaRoja reviewed on behalf of Ursula Grant who attended March 25, 2015 in Washington DC. CVB attended with the Convention Center. This was a 3 hour show. We were in a great location. Show seemed smaller however we were pleased with the quality of planners that stopped by. We had a steady flow of traffic. Made 45 contacts with 3 RFP's received and a couple of follow ups for RFPs.

- **Select Traveler Conference** Sandy Haines attended February 8-10, 2015 in Nashville, TN. 32 Appointments. Very good appointments. Appointments where anyone from Bankers to Group Leaders, Tour Operators and anyone in between. 3 Suppliers in attendance Carolina Opry, Hampton Inn & Suites and Myrtle Beach Seaside Resort.
- **Travel South** Sandy Haines attended March 22-25, 2015 in Shreveport, LA. 11 Suppliers in attendance. Myrtle Beach again sponsored the staplers for registration bags. Alabama Theatre, Fairfield Inn Broadway, Legends in Concert, Barefoot Princess Riverboat, Carolina Opry, Original Benjamin's, SkyWheel, Courtyard Broadway, Hampton Inn Oceanfront, Palace Theatre, Myrtle Beach CVB and Ripley's Aquarium. I had 36 appointments several were with new operators
- **International Tourism Bourse (ITB)** Danna Lilly attended March 5 – 9, 2015 in Berlin Germany with the state, Hilton Head and Charleston. ITB is the largest tourism tradeshow in the world. 25 to 30 appointments over 3 days. Challenge with show is trying to give them the product they need.
- **ExpoNC** Mikki Walls attended April 9, 2015 in Raleigh, NC. This show offered an opportunity to meet with regional meeting planners in education sessions as well as an expo component. A total of 65 planners registered for the show. ExpoATL and ExpoDMV will also take place in 2015.

Sports Tourism Update: Mike Anderson reviewed Sports Tourism Production, reviewed Myrtle Beach Sports Center and the impact that it has on our destination. Introduced Casey Dornhecker as the new sports tourism/sales coordinator. Further reviewed the new Myrtle Beach Regional Sports Alliance sponsored by the MBACC to showcase the entire grand strand. Lastly, reported on upcoming travel to the NASC Annual Symposium in Milwaukee April 26 – May 1, 2015.

Lead/Room Night Report: Kim DaRoja reported on the group sales goals report as of March 31, 2015.

- Total number of leads generated is 309 with total potential room nights of 120,009. Currently at 35% of the 885 lead goal for 2015.
- Total number of definite room nights booked is 68,150. Currently at 38% of the 181,445 room night goal.

Media Plan: Went over CVB insertion. Changes cut budget for print/ad publications. Removed a couple of publications one being Smart Meetings.

Projects Updates:

- MAMFAM/RBC Heritage Fam/other:** MAMFAM had 8 planners and 1 media representative. Group very qualified. Sheraton was host property. Received 1 RFP already. All partners did a great job. Had RBC Heritage FAM in town. These were International golf tour operators that came from Rock Hill where they had stayed two nights then to here and then on to the RBC Heritage Tournament. Sandy also mentioned that she had had FAMs in town from Canada and also Pennsylvania.
- Electronic Bid Book:** Kim presented electronic bid book that Ursula Grant has been working on. It can be customized and can be sent electronically.
- Marketing Update – May 6th** will be the marketing update meeting which will be at the Marina Inn. Someone with the city will be there to give update on Sports Tourism. Sandy Haines also mentioned that CNC meeting would be on Friday April 17th with a seminar to follow with Groups Galore. Sandy also said the sales blitz would be August 2nd and that Florida and Georgia would be the target areas.

Unfinished Business:

Duplin Winery gave an update and said they hope to open in 5 weeks.

Charlie Bradshaw announced that the next meeting would have been Tuesday, June 2, 2015 at 2:30 pm but Danna said that was during POW WOW so she would let everyone know what the reschedule date will be.