

**Board of Directors Meeting Minutes
Chamber's Boardroom
April 19, 2016 ~ 9:30 a.m.**

Attendees: Radha Herring, Jim Creel, Jr., Wayne Morris, Todd Setzer, Phil Vassar, Tony Cox, Sabena Dayton, Carla Schuessler, Julia Singleton, Charlie Bradshaw, Terrance Herriott, Julie Kopnick, John Sawyer, Billy McGonigal, Chris Shroff, Billy Huggins, Steve Mays, Andy Milovich, Patrick Norton, Helen Benso, Marilyn Fore, Kenny Generette

Guests: Mary Jo Rogers, Kaitlyn Guild

Staff: Brad Dean, Kathy Richardson, Scott Schult, Susan Phillips, Cindy Gettig, Diana Greene, Jim Wright, Kim DaRoja, Seth Holek

Call to Order / Approval of Minutes / Public Input / Presentations-Awards

Radha Herring called the meeting to order. The March 15, 2016 meeting minutes were then approved.

Mary Jo Rogers presented on behalf of New Directions asking for chamber for promotional support of their upcoming event Fashion Through Passion.

Division Summary Reports

Billy Huggins reported for the Finance Review Committee giving a brief overview of the Statement of Financial Activity and Statement of Financial Position.

Todd Setzer reported there are 30 new member prospects. He asked the board to review 28 of the 30 prospects as presented. After board review, a motion was made to approve those 28 proposed new members. The motion was seconded and approved by all board members present. Todd then discussed Rockin' Jump's membership application which is owned by current board member Steve Mays. Steve Mays asked to be recused from the board vote regarding the membership request from Rockin' Jump. A motion was made to approve Rockin' Jump's membership. The motion was seconded and approved by all board members present with Steve Mays not voting. Todd then discussed MyrtleBeachSC.com's membership application. After board discussion, a motion was made to decline MyrtleBeachSC.com's application. The motion was seconded and approved by all board members present. Todd then discussed the 2016 dues schedule for the SC Restaurant & Lodging Association partnership. Brad Dean provided a history on the dues structure and proposed changes to the national dues structure. The board was provided 2 options for AHLA assessment based on the general intent of the board at the last board meeting: a straight \$1 per room on independent hotels or \$1 per room (+) an additional 2% increase in the base rate on independent hotels. After board discussion a motion was made to approve the \$1 per room (+) an additional 2% increase in the base rate. The motion was seconded and approved by all board members present. Lastly, Todd reminded all of the upcoming Annual Meeting on April 26th at the Sheraton Convention Center.

Terrance Herriott reported for the Diversity Council stating the council is currently reviewing the demographic breakdown of chamber members. He also discussed recent media reports detailing the formation of the Diversity Council.

Helen Benso reported for the South Strand Council reminding all of the upcoming breakfast meeting on May 25th at Inlet Affairs.

Phil Vassar reported for the Marketing Council discussing recent correspondence from Canadian visitors touting the affordability of Myrtle Beach versus other destinations with regard to the exchange rate.

Scott Schult provided a marketing update on lodging referral growth and the projections for the current pay per click model.

Tony Cox and Brad Dean provided an update from the Legislative Policy Council providing updates on the School Start bill, the TDF bill and the Automatic Stay bill. Brad also reminded all of the upcoming Hospitality Day at the Statehouse event on April 20th.

Brad Dean discussed a recommendation to close the South Strand Visitors Center. Jim Wright provided an ROI analysis and Diana Greene discussed a strategic plan for continued efforts in the South Strand Area which include the proposal of a mobile visitor's center. After board discussion, a motion was made to close the South Strand Visitors Center and liquidate all assets. The motion was seconded and approved by all board members present.

CEO Report – Brad Dean

- Reviewed the 2016 Educational Foundation Scholarship winners and provided a history of the foundation's formation.
- Discussed promotional efforts for National Tourism Week May 1-7, 2016.
- Discussed and finalized proposed 5 year goals for the Grand Strand's tourism industry to be released during National Tourism Week.
- Discussed recent meetings with Spirit, Southwest and Jet Blue airlines stating the destination looks well positioned for new air service in the coming years.
- Provided an update on the beach water quality issue stating to date, \$157k has been spent on the effort to combat misinformation.
- Reviewed the chamber media statement regarding the Founders Group International. Steve Mays provided additional input regarding media reports.
- Discussed the transgender bathroom bill currently in the Senate and recommended the board take a position on the issue at some point in the future.
- Provided a brief update on this year's Memorial Weekend plan. Susan Phillips provided additional information stating the chamber has been working very closely with city and county officials on a comprehensive PR plan.

Chair Report – Radha Herring

- Called for the board to go into Executive Session regarding a legal matter. No votes or decisions were taken in executive session.

Directors Comments

- Marilyn Fore reminded all of the upcoming West of the Waterway Public Safety event on May 5th.

A motion was made to adjourn the meeting.

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