

Board of Directors Meeting Minutes
Chamber's Boardroom
April 21, 2015 ~ 9:30 a.m.

Attendees: Jim Creel, Jr., Wayne Morris, Todd Setzer, Phil Vassar, Sabena Dayton, Hugh Huggins, Carla Schuessler, Julia Singleton, Radha Herring, O'Neil McCoy, Helen Benso, Mike Hill, Bryan Lewis, Monty Morrow, Charlie Bradshaw, Ross Martin, Ted Fortenberry (via phone)

Guests: Ann Wilson, Barclay Barr, Margaret Bost

Staff: Brad Dean, Kathy Richardson, Jim Wright, Kim DaRoja, Diana Greene, Susan Phillips, Danna Lilly, Cindy Ott, Rachel Ammon, Kelly Hobart

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

Jim Creel called the meeting to order. The March 17, 2015 meeting minutes were then approved.

Ann Wilson thanked the chamber for their support of the Grand Strand Fishing Rodeo. Rachel Ammon presented a recap of the 2015 Big South Basketball Championships and related promotion. Brad Dean presented the Employee of the Year award to Kelly Hobart.

Division Summary Reports

Wayne Morris reported for the Finance Review Committee giving an overview of the Statement of Financial Activity and Statement of Financial Position.

Radha Herring reported there are 26 new member prospects and asked the board to review the new slate of members as presented. After board review, a motion was made to approve the proposed new members. Mike Hill seconded the motion and it was then approved by all board members present. Radha also reminded the board of the upcoming Volunteer Celebration on April 23, 2015.

Hugh Huggins reported for the Young Professionals Council giving a recap of the Miracle League event and reminding the board of the upcoming events; Horry County Special Olympics, Kickin' It for Charity Kickball Tournament and the Leadership Luncheon on May 20th.

Phil Vassar reported for the Marketing Council stating Allegiant Airlines resumed its seasonal flights from Cincinnati and Columbus to Myrtle Beach a full month earlier than last year. Spirit Airlines also launched daily non-stop air service from Cleveland to Myrtle Beach on April 16, 2015. Spring TV coverage continues in 67 markets (including Toronto) and will continue through next week. In March VisitMyrtleBeach.com generated 1,461,613 unique visits and 1,102,193 referrals. January through March 2015 PR efforts generated \$63.8 million in earned media value and more than 603 million in media impressions. Since last month's Board meeting, in-person press visits and briefings have focused on targeted media in both Birmingham and Atlanta for incremental PR coverage.

Mike Hill reported for the Legislative Policy Council stating a representative from the US Chamber attended the April meeting to advocate for Trade Promotion Authority which aids the U.S. in pursuing trade agreements that support U.S. jobs and eliminates barriers in foreign markets and establishes rules to stop unfair trade.

Brad Dean and Susan Phillips presented the Memorial Day Weekend PR strategy.

CEO Report – Brad Dean

- Discussed the West of the Waterway Council's upcoming Public Safety Panel Breakfast at Horry Georgetown Technical College
- Gave an update on the mitigation proposal for Interstate 73
- Reported the House passed its version of the Transportation Bill which eliminated the 'no new projects' language and stated the Senate is now working on their version. The House bill includes a proposed change in current state law that could potentially make it easier to build new roads
- Briefly discussed a survey currently underway by the SCDOT regarding local travel habits as they relate to future road projects
- Discussed the upcoming visit of the Tiberias Israel Mayor and Deputy Mayor in May
- Gave an update on the development of a Grand Strand Long Term Economic Recovery Plan.

Chairman Report – Jim Creel

- None given

Directors Comments

- None given

A motion was made to adjourn the meeting.

/kor