

**Fulfillment Committee Meeting  
April 22, 2015**

**Committee Attendance:** Ross Martin, Julia Singleton, Melissa Armstrong, Donald Hovis, Kim Kelley, Kim Lewis, Sharon Salyer and Lori Lampo

**Staff:** Susan Phillips, Johanna Hodge and Colleen Balzotti

**Call to Order** – Ross Martin at 1:30pm

**Committee Roles & Responsibilities** – Ross Martin reviewed committee roles and responsibilities, stated mission is to provide oversight of the production of chamber publications.

**Review 2015 Publications** – Johanna Hodge reviewed the Official Myrtle Beach Area Visitors Guide, stating their purpose along with quantity and distribution of each piece.

**2015 Plan** – Susan Phillips reviewed the chamber’s marketing plan and the consumer research that is done to offer feedback in planning our publications.

**2016 Publication Services** – Johanna Hodge stated print contracts for chamber publications had expired and required the request for new proposals. Chamber received a total of 7 proposals and after staff review, was narrowed down to the lowest three; Quad Graphics, Times Printing and Colonial Press. Hodge stated Quad proposal stood out because of, 1) pricing, 2) submitted proposal as directed and 3) recommended several cost saving ideas. Hodge also had the opportunity to tour printing plants and meet with the key members of their team. When looking at the complete package, staff’s recommendation would be to use Quad Graphics to print the 2016 publications. Kim Lewis made motion to use Quad Graphics, seconded by Melissa Armstrong.

Quad recommended two cost saving options in their proposal, 1) Reduce map size height from 8.25 to 7.25, one inch. Cost savings approximately \$20,000. 2) Change digest guide paper weight of 45lb. to 40 lb. Cost savings approximately \$16,000. Donald Hovis made motion to accept two cost saving options with map and paper weight of digest guide, seconded by Sharon Salyer.

**Member Request for Hard Cover Guide** – Ross Martin presented the items from member request, 1) Add safety tips and SC Innkeeper’s Liability Law in the first couple pages of guide. 2) Personalize front cover of guide with a resort shot. After much discussion Kim Lewis made motion to include Innkeeper’s Liability Law in the visitor’s information section of guide but no to safety tips and personalization of cover, seconded by Kim Kelley.

Meeting adjourned – 2:35pm

/jh