

**Board of Directors Meeting Minutes  
Chamber Boardroom  
April 22, 2020 - 9:00 am  
Via Zoom Meeting**

**Attendees:** Jamie Broadhurst, Stuart Butler, Pablo Chavez, Mike Hagg, Radha Herring, Alex Husner, Matt Klugman, Theresa Koren, Steve Mays, O’Neil McCoy, Seth McCoy, Billy McGonigal, Sarah Miles, Ryan Moore, Monty Morrow, John Rowe, Samantha Slapnik, Amy Stevens, Robert Stinnett, Atiya Stokes Brown, Alicia Thompson, Tom Tse, Ben Vukov

**Absent:** Kenny Generette

**Guests:** Clayton Reid of MMGY Global, Randy Webster of Horry County Emergency Management

**Staff:** Karen Riordan, Diana Green, Cindy Gettig, Jimmy Gray, Scott Schult, Randy McKeel, Bob Harris, Diane Charno, Rebecca Edgar

**Call to Order / Approval of Minutes**

Steve Mays, Chairman, called the meeting to order at 9:03 a.m.

The March 25, 2020, meeting minutes were reviewed. Seth McCoy made a motion to approve the March 25, 2020 minutes as presented. Monty Morrow seconded the motion, which passed upon a unanimous vote

**Presentations**

Clayton Reid, CEO of MMGY Global shared “Road to Recovery”, a presentation on the Covid-19 crisis’ effect on the travel industry. The presentation focused on the financial impact, the tourism recovery stages and the messaging strategy once the market is again open. Based on nationwide traveler survey results, Myrtle Beach is positioned well to recover and welcome visitors at the appropriate time.

Randy Webster, Director of Horry County Emergency Management, spoke on the upcoming fall and special events. The Emergency Management team has monitored local sentiment regarding Governor McMaster’s sheltering in place orders and concern with tourist influx. Law enforcement continues to keep crowd gathering difficulties in check. There was further discussion regarding the upcoming hurricane season in the aftermath of the pandemic.

Amy Stevens, of Tidelands Health, gave an update on the efforts of the hospital group's efforts to combat the Covid-19 virus. Tidelands Health has taken the lead role in outpatient testing for the virus.

### **Division Summaries**

#### *Finance:*

Randy McKeel reviewed the consolidated financials for the period ending March 2020. First quarter funding was significantly higher than originally forecasted. The biggest impact the Covid-19 pandemic will be in the second quarter and necessary adjustments will be made to the budget for the remainder of 2020. YTD net assets are \$702,000. Program and operating expenses were under budget.

#### *Business Development:*

Billy McGonigal, Business Development Committee Chair, presented 55 new member investors for approval. Upon a motion made by John Rowe and seconded by Amy Stevens, all new members were approved by a unanimous vote.

The 2020 Dues Renewal Plan will be presented in the May meeting of the Board of Directors.

#### *Marketing:*

Stuart Butler reported that Marketing has a solid strategy for recovery including leveraging CVB resources to assist in rebounding. Marketing Council will review the first draft in the upcoming meeting. They continue to work on not only how to market Myrtle Beach, but to also mitigate concerns of the community.

### **CEO Report**

Karen Riordan reported on the recovery plans that are currently under development. Focus has moved from managing through the pandemic into recovery mode.

Business Development is working diligently on a "support local" campaign which should be ready to deploy next week. Ms. Riordan is collaborating with the North Myrtle Beach Chamber of Commerce on a plan to activate citizens to patronize local businesses. This strategy will be shared with other area Chambers.

Due to an extensive communications effort, the goal of raising \$500,000 in matching grants for the recovery relief fund was exceeded by \$250,000. This fund aids in rental assistance and other emergency needs in the community.

Business Development is also working on a full recovery plan for memberships.

Diana Greene is focusing on the Chamber recovery plan to ensure that the MBACC workforce is healthy when returning to work. CVB is also working on a recovery plan for the division.

Legislative Division has been doing a lot of work with Governor McMasters' office, making a financial case for distribution of a portion of the CARES Act to our area for tourism recovery for hospitality businesses. Time has been spent assisting local businesses with applying for and receiving funds from the CARES Act.

Updates are going out daily to members and staff. Social media continues to be monitored and 13 webinars have been presented thus far. Valuable and relevant information is being given out daily.

### **Chair Report**

Steve Mays stated that a task force is being organized for reopening Myrtle Beach and a report will be presented to the City on suggestions and best practices for reopening. How to begin reopening the area is influenced by state and local decisions and must be done in an appropriate way and time. The MBACC wants to protect businesses with the community concerns in mind.

Mr. Mays thanked Karen and the communications team for getting up to date Covid-19 information out and encouraging municipalities to work together on difficult and sensitive decisions for reopening.

### **Adjourn**

Upon a motion made, the meeting adjourned at 10:57.