

Marketing Council Meeting Minutes

May 10, 2016

Myrtle Beach Area Chamber of Commerce Boardroom

Marketing Council Members in Attendance: Bill McGonigal, Phil Vassar, Helen Benso, Julia Singleton, Andy Milovich, Alex Husner, Billy Huggins, Nancy Lee, Patrick Norton, Phil Vassar, Sabena Dayton

Staff in Attendance: Brad Dean, Scott Schult, Jim Wright, Diana Greene, Mary Mroz, Susan Phillips, Kim DaRoja, Johanna Hodge, Scott Head, Cindy Gettig

Call to Order: Phil Vassar called the meeting to order at 9:07 a.m.

Approval of Minutes

Recommendations from Fulfillment Committee:

- Andy Milovich presented the recommendation from fulfillment committee for printing of the 2017 guidebooks. Five bids were received in total. Marketing Council accepted the recommendation with the exception of the Meeting Planner Guide quantity. CVB Group Sales Committee will discuss and decide on June 5.

Real Estate/Relocation on VMB.com

- Discussed marketing strategy and monetary value of ThinkMB.com. The objective of promoting real estate, relocation and commercial investment in tandem with tourism promotion has been successful but the lead-based model will not scale sufficiently. The council agreed conceptually to expanding the promotion of Real Estate/Relocation with additional content on the VMB.com website while ensuring that (a) promotion of visitation is not hindered; (b) there will be no links to members; and (c) staff will continue to explore revenue-generating ideas with member realtors and brokerages.

2016/2017 Dues

- Staff alerted the council that SCRLA will be at the next board meeting to request that the board reconsider the revised hotel dues schedule because of changes related to AHLA membership assessment. Member dues billing for hotels has been delayed until a final decision is made/reaffirmed.

New Model/2017 CVB Package Pricing

- Scott Schult presented the trends in the current CVB referral model. This model is becoming outdated due to market dynamics and changing consumer utilization with DMO websites. The model will survive through 2017, but staff is working on recommendations to change this for 2018 and beyond.
- 2017 Rates were presented by staff with a 2-3% increase depending on package investment. Marketing Council voted to accept the proposed rates.

Marketing Update

- Scott Schult presented a marketing update for 1st quarter. Revealed the Chamber's 2020 goals including 20 million visitors a year in 2020. Jan-Mar TDF tax collections were up, occupancy and ADR #'s were trending up. Spring TV campaign was in nearly 80 markets with an increased budget from 2015. Several promotions were demonstrated including TaxSlayer/Dale Jr trip giveaway and Rupp Arena/UK Alumni Assn/DAV/Carolina Country Music Festival sweepstakes. As well as a PR update with first quarter putting us on track to our goal.

Adjourned: 11:27 a.m.