

Marketing Council Meeting Minutes

May 13, 2015

Myrtle Beach Area Chamber of Commerce Boardroom

Marketing Council Members in Attendance: Steve Mays, Bill McGonigal, Phil Vassar, Monty Morrow, Ross Martin, Jim Creel Jr., Helen Benso

Staff in Attendance: Scott Schult, Jim Wright, Danna Lilly, Diana Greene, Mary Mroz, Wendy Bernstein, Kim DaRoja
Johanna Hodge, Scott Head

Others in Attendance: Patrick Norton, Lisa Stringer, Matt Klugman (for Equation Research Presentation only)

Call to Order: Phil Vassar called the meeting to order at 10:05 a.m.

Equations Research

- Mike Travis with Equation Research presented the findings from the 2014 Economic Impact Study.

Real Estate Page on VMB.com

- The Board of Directors asked Marketing Council to take another look at this program before moving forward. Discussion was had that the properties would be true Real Estate Sales companies only with no links to rental companies and a chamber membership for the realty company.

Brochure Card Size

- We have limited rack space for the number of participants in the program. One solution in place is having a step in the pocket so 2 different brochures can be in one pocket. This created an issue of the height of the brochures so we are now limiting everyone to the same size.

2016 CVB Package Pricing

- 2016 packages were presented to council by staff with a 2% increase in pricing. Council approved the pricing with the 2% increase. As requested at the last council meeting a 4th level for the packages was presented, but did not pass.

Recommendations from the Fulfillment Committee

- 7 proposals were received for 2016 guide printing. Staff narrowed it down to 3 with the recommendation of using QuadGraphics based on pricing, quality and delivery. Council approved the proposal. QuadGraphics also suggested 2 cost savings ideas- make the inserted map 1" shorter as well as change the paperweight to 40#. Council approved the changes. 2 suggestions from advertisers were to add the Innkeepers Law to the Visitors section and well as personalization of the guide to the properties. Council approved adding the Innkeepers law.

Beach Boogie and BBQ Festival

- Discussion was had regarding the BBBQ festival. Current budget has dollars for advertising support. Darlington Race is back in Labor Day weekend that will help the area tourism now. BBBQ is in the works for Labor Day weekend with City of Myrtle Beach support. Discussions are in the works of a possible move next year to later in the fall. Council was in favor of continuing the effort in 2015 and looking at it for the 2016 budget based on the dates.

Adjourned: 11:56 p.m.