

# Board of Directors Meeting Minutes

## Chamber's Boardroom

### May 16, 2017 ~ 9:00 a.m.

**Attendees:** Todd Setzer, Bryan Lewis, Carla Schuessler, Alex Husner, Patrick Norton, Ryan Swaim, Jim Powalie, David Nelson, Matt Klugman, Nora Mason, Julie Kopnick, Helen Benso, Kenny Generette, Billy Huggins, Cindy Hull, Chris Shroff, Richard Singleton, Radha Herring, Andy Milovich

**Guests:**

**Staff:** Brad Dean, Kathy Richardson, Diana Greene, Cindy Gettig, Kim DaRoja, Diane Charno, Amy Villasenor, Seth Holek

#### Call to Order

Todd Setzer called the meeting to order. The March 21, 2017 and April 27, 2017 minutes were then approved.

Dr. Marilyn Fore spoke on behalf of Horry Georgetown Technical College thanking the chamber for their service to the community and for providing her the opportunity to serve on the chamber board. She also thanked Brad Dean for his leadership in bringing Governor McMaster to visit HGTC, and invited the board to host a future board meeting at the college.

Bill Golden spoke on behalf of Myrtle Beach Golf Holiday and thanked the chamber for their continued collaboration with the golf industry. Bill also discussed details about the new entity being formed between the Grand Strand Tee Time Network and Myrtle Beach Golf Holiday.

#### Division Summary Reports

Amy Villasenor reported for the Finance Review Committee giving a brief overview of the Statement of Financial Activity and Statement of Financial Position. The Chamber is on track to meet or exceed its budgeted goals.

Carla Schuessler reported there are 7 new member prospects and asked the board to review the slate of members as presented. After board review, Richard Singleton made a motion to approve the proposed new members. Todd Setzer seconded the motion and was then approved by all board members present. Carla provided an update on renewals stating they are ahead of pace. She also provided a recap of the first annual member cookout reporting that turnout was very high and it was a very successful event.

Richard Singleton reported for the Marketing Council thanking the board for finalizing the CVB model and approving the partnership with the new golf entity.

Billy Huggins reported for the Legislative Policy Council reviewing the recent meeting with Senator Lindsey Graham. He also reminded all of the upcoming meeting on May 23<sup>rd</sup>.

#### CEO Report – Brad Dean

- Reviewed the new CVB model action plan
- Discussed air service development, deplanements and capacity & seat trends
- Discussed Canadian travel trends as they relate to exchange rate activity

- Reviewed upcoming plans to take part in the National Memorial Day Parade and sponsor 5 veterans participating in the parade
- Provided an update on beach renourishment stating North Myrtle Beach, Myrtle Beach and the Surfside/Garden City area should all receive Federal, State and local funding
- Updated all on the Automatic Stay bill stating the bill was passed by the Senate but delayed in the House. It should be taken up again in 2018.
- Updated all on the I-73 permit process stating the Coastal Conservation League did not file an objection, so the Army Corps of Engineers could issue the permit very soon. He also discussed County Council's decision to extend Ride I collection, but alerted the board that these funds could be used for projects other than infrastructure.
- Discussed the City's efforts to develop a new family-friendly initiative and have asked the chamber to participate in the effort.

#### **Immediate Past Chair Report – Radha Herring**

- None given

#### **Chair Report – Todd Setzer**

- Provided an update on the recent Execuision event stating it was very successful and looks forward to the next meeting.

#### **Directors Comments**

- None given

*A motion was made to adjourn the meeting.*

/kr