

# Board of Directors Meeting Minutes

## Chamber's Boardroom

### May 17, 2016 ~ 9:30 a.m.

**Attendees:** Radha Herring, Jim Creel, Jr., Wayne Morris, Phil Vassar, Tony Cox, Sabena Dayton, Carla Schuessler, Julia Singleton, Charlie Bradshaw, Terrance Herriott, Billy McGonigal, Chris Shroff, Billy Huggins, Steve Mays, Andy Milovich, Patrick Norton, Helen Benso, Marilyn Fore, Kenny Generette, Hugh Huggins, Alex Husner, Nancy Lee, Bryan Lewis

**Guests:** Suzanne Hinde Douglas O'Flaherty

**Staff:** Brad Dean, Kathy Richardson, Scott Schult, Susan Phillips, Cindy Gettig, Diana Greene, Jim Wright, Seth Holek

#### **Call to Order / Approval of Minutes / Public Input / Presentations-Awards**

Radha Herring called the meeting to order. The April 19, 2016 meeting minutes were then approved.

Suzanne Hinde & Douglas O'Flaherty spoke on behalf of the SC Restaurant & Lodging Association reviewing new dues structure for the organization. They requested the MBACC revise its current dues structure to add the AHLA assessment to all hotel members with 50+ units, regardless of brand affiliation with AHLA.

#### **Division Summary Reports**

Billy Huggins reported for the Finance Review Committee giving a brief overview of the Statement of Financial Activity and Statement of Financial Position. Jim Wright updated the Board regarding the results of the recent Agree Upon Procedures engagement performed by RSM. The engagement covered the public funding and related expenditures for the calendar years 2014 and 2015. No exceptions or findings were noted during the course of the engagement. Jim then stated the Finance Review Committee recommended the board extend the contract for our external auditors for additional 2 years. Phil Vassar made a motion to extend the contract. The motion was seconded and approved by all board members present.

Carla Schuessler reported there are 15 new member prospects. She asked the board to review 14 of the 15 prospects as presented. After board review, a motion was made to approve those 14 proposed new members. The motion was seconded and approved by all board members present. Carla then discussed Domains New Media's membership application. After board discussion, a motion was made to decline Domains New Media's application. The motion was seconded and approved by all board members present. Carla then discussed the 2016 dues schedule for the SC Restaurant & Lodging Association partnership. Brad Dean provided a recap of the board's previous vote which was to approve the \$1 per room AHLA assessment (+) an additional 2% increase in the base rate. Sabena Dayton made a motion to include branded hotel properties in the AHLA dues structure for 2016-17. Phil Vassar seconded the motion. All remaining board members voted in favor of the motion with the exception of Billy McGonigal, Nancy Lee and Chris Shroff who voted against the motion. With a 20 to 3 vote in favor of the amendment, the motion was approved.

Phil Vassar reported for the Marketing Council stating TDF collections for December, January and February business were up 22%. Phil also reported the council discussed the challenges facing the Chamber's revenue model (pay-per-click) and stated they will be working on solutions for a new program for 2018 and will continue with the current model in 2017. Phil stated the PR media value for April was \$18.3 million, with 281 million impressions and we are currently on track to meet our 2016 PR goal of \$160 million. Phil stated the Fulfillment Committee & Marketing Council recommended a change in printers back to Times Printing for 2017 collateral which will result in cost savings. A motion was made to approve the recommended change of printers to Times Printing. Terrance Herriott seconded the motion and was approved by all board members present.

Phil then discussed the Marketing Council's recommendation of a 2-3% increase in 2017 CVB dues based on package-level investment. A motion was made to approve the recommended changes to the CVB dues structure. Billy McGonigal seconded the motion and was approved by all board members present. Susan Phillips provided an update on real estate promotional efforts, provided an update on the ThinkMyrtleBeach.com website and discussed a recent TV promotion with ABC's The View. Diana Greene provided a recap of the MBACC's attendance at the MIPIM real estate show held for international real estate professionals.

Tony Cox and Brad Dean provided an update from the Legislative Policy Council stating the automatic stay bill was held up in the House but efforts will resume next year to pass the bill. They also provided an update on the status of the TDF bill in the Senate and the School Start bill which passed the House and is now in committee in the Senate. Brad stated that SCPRT's 2:1 matching funds passed at the same level as in previous years. Tony & Brad also discussed 2 bills which advocate against changes to Federal overtime qualifications.

Jim Wright reported for the Real Estate Task Force stating chamber staff initiated activities to sell the South Strand Visitors Center location. Jim stated the Finance Review Committee will act as the Task Force with Billy Huggins acting a Chair and Tony Cox as Vice Chair. Lastly, Jim stated the task force will take bids on the property until June 30 2016.

#### **CEO Report – Brad Dean**

- Discussed FEMA flood map issues and its effect on real estate and insurance increases for homeowners. He stated the chamber is working closely with the County and the Dept. of Natural Resources to advocate for an extension of the deadline to challenge FEMA's findings.
- Provided an update on the TDF bills currently in the House & Senate.
- Discussed ongoing efforts with disaster recovery planning and the formation of a disaster recovery funding mechanism with the Waccamaw Community Foundation.
- Stated a follow up meeting has been scheduled with the chamber attorney
- Reviewed thank you letters from the family of Cookie Goings and MBACC Foundation scholarship winner Michael Larkin
- Briefly discussed the upcoming Carolina Country Music Festival event June 8-10, 2016.

#### **Chair Report – Radha Herring**

- Provided a recap of the MBACC Educational Foundation Scholarship winners
- Discussed the Execuision program founded by Alicia Thompson and Amanda Bailey and encouraged the board to support the program

#### **Directors Comments**

- Billy McGonigal thanked Brad Dean for his hard work and tireless efforts in Columbia advocating on behalf of all chamber members.

*A motion was made to adjourn the meeting.*

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