

# Board of Directors Meeting Minutes

## Chamber's Boardroom

### May 19, 2015 ~ 9:30 a.m.

**Attendees:** Jim Creel, Jr., Wayne Morris, Todd Setzer, Phil Vassar, Sabena Dayton, Carla Schuessler, Julia Singleton, Radha Herring, O'Neil McCoy, Mike Hill, Bryan Lewis, Monty Morrow, Charlie Bradshaw, Ross Martin, Tony Cox, Brooke Doswell, Marilyn Fore, Billy Huggins, Yvette Jefferson, Steve Mays, Bill McGonigal

**Guests:** Chris Shroff

**Staff:** Brad Dean, Kathy Richardson, Jim Wright, Kim DaRoja, Diana Greene, Scott Schult, Susan Phillips, Danna Lilly, Cindy Ott, Sandy Haines, Colleen Balzotti

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

Jim Creel called the meeting to order. The April 21, 2015 meeting minutes were then approved.

Danna Lilly presented the Stellar Performance Award to Sandy Haines.

#### Division Summary Reports

Wayne Morris reported for the Finance Review Committee giving an overview of the Statement of Financial Activity and Statement of Financial Position. Jim Wright discussed the successful renewal of both lines of credit for an additional two-year period, carrying the same terms and conditions as the original lines. Jim then reported for the Finance Review Committee stating the committee reviewed the performance of the chamber's 401k Plan with a representative from First Citizens Bank. After reviewing the First Citizens Bank recommendations, the committee concluded that the Fidelity Freedom Funds be migrated to the J P Morgan Smart Retirement family of funds to improve the performance of the Plan's assets. A motion was made to accept the recommended changes to the 401k plan. After board discussion the motion was then approved by all board members present.

Radha Herring reported there are 23 new member prospects and asked the board to review the new slate of members as presented. After board review, Marilyn Fore made a motion to approve the proposed new members. Mike Hill seconded the motion and it was then approved by all board members present. Radha also reported that the 2016 renewals have been mailed which included a 2% increase in member dues. She also reported that Leadership Grand Strand is now accepting applications for the 2015-16 class.

Marilyn Fore reported for the West of the Waterway Council stating the council hosted its first Public Safety Panel Breakfast on May 7, 2015 at Horry Georgetown Technical College with panelists Chief Sandra Rhodes, Chief Warren Gall, Chief Reggie Gosnell, Chief David Roper and Solicitor Jimmy Richardson. She reported that it was a very successful event and thanked the staff for their hard work.

Phil Vassar reported for the Marketing Council stating the council discussed and approved a 2% increase in CVB dues for 2016. A motion was made to approve the recommended increase in CVB dues. After board discussion, the motion was then approved by all board members present. Phil then updated the board on the Council's recommendation to add a real estate sales page to the VisitMyrtleBeach.com site. A motion was made to add a real estate page to VisitMyrtleBeach.com. After board discussion, the motion was then approved by all board members present. Lastly, Phil stated the Fulfillment Committee recommended to the Marketing Council that Quad Graphics be awarded the printing contract for the Visitor Guide.

Cindy Gettig reported for the Arts Network Task Force stating the task force met to discuss ways to promote the arts within the Grand Strand. Possible areas of promotion discussed as on GrandStrandEvents.com, VisitMyrtleBeach.com media pass, arts exhibition during a Business After Hours events at Brookgreen Gardens and Springmaid Beach Resort. Cindy reported that Task Force members shared information regarding how the Clemson Extension is partnering with local farmer's markets and festivals to promote "local" products. However, the city of Myrtle Beach decided not to move forward at this time with the partnership. The City has assigned new staff to oversee their Farmer's Market and how to increase the number of vendors.

#### **CEO Report – Brad Dean**

- Reviewed a letter and donation received from Don Leonard. The board directed the donation to the MBACC Education Foundation.
- Gave a brief update on the Memorial Weekend plans regarding the chamber call center and staffing. He also reminded the board of the daily conference call in the event it's needed.
- Reported both the House and Senate added additional funds to the TDF Grant in the Budget
- Reported the House passed an infrastructure bill the Senate is struggling to pass their bill
- Stated he and Scott Schult will be meeting with American Airlines and Allegiant Air next week regarding DC flights
- Reminded the board of the upcoming Carolina Country Music Fest
- Stated the Myrtle Beach Black Chamber has requested a meeting with the MBACC board.

#### **Chairman Report – Jim Creel**

- None given

#### **Directors Comments**

- None given

*A motion was made to adjourn the meeting.*

/kor