



**Advertising & Publicity Committee
Meeting Minutes
May 30, 2017
Myrtle Beach Area Chamber of Commerce Boardroom**

Advertising & Publicity Committee Members in Attendance: Matt Klugman, Katherine Taylor, Steve Mays, Donna Rubello, Lisa, Stringer

Staff in Attendance: Scott Schult, Diane Charno, Mary Mroz

Others in Attendance: Josh Williams and Josh Kennon

Call to Order: Matt Klugman at 9:07

Marketing Discussion

- Scott Schult presented a quick overview of the marketing and much discussion was held on possible new projects and programs including Flip.to, Arrival List and video creation and the new model Tourism Investment Program co-ops. There was positive feedback from the committees on all.

Meeting Adjourned at 10:29 a.m.