

**Board of Directors Meeting Minutes**  
**Chamber Boardroom**  
May 21, 2019 9:00 am

**Attendees:** Stuart Butler, Ralph Byington (by phone) Mike Hagg, Radha Herring, Alex Husner, Nora Mason, Steve Mays, O'Neil McCoy, Billy McGonigal, Sarah Miles, Ryan Moore, Monty Morrow, David Nelson, Jim Powalie, Carla Schuessler, Richard Singleton, Robert Stinnett, Tom Tse, Ryan Swaim

**Absent:** Larry Bond, Jamie Broadhurst, Cindy Hull, Matt Klugman, Ken McKelvey, John Rowe and Ben Vukov

**Guests:** Lauren Clever, MBDRC

**Staff:** Karen Riordan, Diana Greene, Cindy Gettig, Jimmy Gray, Amy Villasenor, Bob Harris, Diane Charno, Rebecca Edgar, Seth Holek

**Call to Order / Approval of Minutes**

Carla Schuessler, Immediate Past Chair, called the meeting to order at 9:05 a.m.

The April 16, 2019, meeting minutes were reviewed. Richard Singleton made a motion to approve the April 16, 2019, meeting minutes as presented. Mike Hagg seconded the motion, which was unanimously approved.

**Presentations**

Lauren Clever, Executive Director of the Myrtle Beach Downtown Redevelopment Corporation, gave a presentation of the City of Myrtle Beach Downtown Master Plan. The presentation focused on the planned city and cultural improvements to major opportunity sites, focusing on 4 key Downtown areas: Oceanfront, Historic Main Street, Kings Highway Corridor, and the Superblock / potential Arts District.

**Division Summaries**

*Finance:*

Amy Villasenor reported the April 2019 statement of activities and statement of financial position. Net assets showed a positive variance of \$1,179,949 vs. budget. The statement of financial position reflected \$12M in total cash. The \$4.8M positive variance over the prior year was due to trade receivables.

Ms. Villasenor presented the 2019 May Forecast Update to the Board. Total Net Assets were down \$1.3M for the first quarter with an increase in expenses and decrease in revenues over budget.

Most notably, Matching Revenues are down \$4.9M, which is attributable to the updated 2019 contract with Golf Tourism Solutions. The budget was created based upon the former agreement wherein MBACC received CVB and Chamber dues from GTS. Moving forward, GTS will act only as a marketing agent and CVB Marketing will sell memberships independently. Marketing is now working on partnerships with RSM and other Fortune 500 companies.

There was an additional expense of \$750K required for Flip.to start-up costs in the 2020 TIP program.

*Business Development:*

Monty Morrow presented 21 new member investors for approval. Upon a motion made by Richard Singleton and seconded by Jim Powalie, the new members were unanimously approved.

In its April meeting, the Business Development Committee reviewed 4 new category addition requests that were collected through the member investor change forms for 2019. The Committee voted unanimously on the following changes and presented them to the Board for approval:

- Bus/Motor Coach (no), Currently covered in Transportation
- Nightclub category changed to “Nightlife”
- After School Programs-Change current “Children’s Programs” category to “Youth Programs”
- Artificial Grass/Turf (no). Covered under current “Landscaping”

Steve Mays made a motion to approve the category changes as recommended by the Business Development Committee. Duly seconded by Ryan Swaim, the motion passed unanimously.

*Marketing:*

Steve Mays reported on current marketing efforts, including new brand partnerships with Kroger, Skippy & Sara Lee.

Chamber staff and TIP Task Force created the 2020 Tourism Investment Program which was presented to Marketing Council on May 7. The 2020 TIP program will consist of 3 tiers- Bronze, Silver and Gold. Mr. Mays reviewed the program pricing and enhanced benefits for the different segments and levels of partnership.

The Marketing Council approved presenting the 2020 TIP Program to the Board for final vote. Ryan Swaim made a motion to approve the 2020 Tourism Investment Program as presented. Seconded by Bill McGonigal, the motion passed upon a unanimous vote.

Richard Singleton reported on recent Advocacy Council activities. Lt. Governor Pamela Evette met with the Council on April 29. Topics of discussion included workforce needs, education reform and Interstate 73. Several MBACC Board members visited our federal delegation in Washington DC in May. The top 2 issues discussed in those meetings were I-73 and the seasonal visa program. All who attended agreed that the MBACC is well represented by Mercury lobby group.

**CEO Report**

Nine RFP's were received by the Brand Positioning Task Force. After review and scoring, four finalists were chosen to present to the task force on May 29.

Amy Villasenor reported for the Banking Services Task Force. Six NDA's were initially received, however, only 4 proposals were ultimately submitted. The task force selected two finalists and performed respective reference checks. After careful consideration and scoring, South State Bank was unanimously chosen by the task force, with the most favorable rates on deposits and costs related to lines of credit. Having been vetted by the finance review committee and the executive committee, the Banking Services Task Force submitted to the Board their recommendation of South State Bank as the business for the Chamber's banking services and providing the lines of credit. Ryan Swaim made a motion to accept the recommendation of the task force and approved South State Bank as the provider for banking services. Seconded by Mike Hagg, the motion passed unanimously. Approved signers on the South State Bank account are Karen Riordan, Matt Klugman, Carla Schuessler and John Rowe.

The 401 K Management will be the next RFP to be publicized.

Karen presented results of Membership survey regarding I-73, school start dates, use of plastic products and downtown revitalization. Additional data provided by The Trafalgar Group indicated the opinions of voters in Horry County on different issues in the area.

Mayor Brenda Bethune attended the Executive Committee meeting on May 15. Karen and Jimmy Gray will move forward with meetings with city and county councils to build relationships with all stakeholders.

Karen reported that the Mitchell v. MBACC lawsuit was dismissed by the Plaintiff. A motion was filed to dismiss without prejudice and the Chamber consented to the dismissal.

Upon a motion made by Ryan Swaim and seconded by Jim Powalie, the meeting was adjourned at 11:00.

/re