

Board of Directors Meeting Minutes

May 27, 2020 - 9:00 am

Via Zoom Meeting

Attendees: Jamie Broadhurst, Stuart Butler, Pablo Chavez, Tracy Conner, Kenny Generette, Mike Hagg, Radha Herring, Alex Husner, Matt Klugman, Theresa Koren, Steve Mays, O'Neil McCoy, Seth McCoy, Ryan Moore, Monty Morrow, John Rowe, Samantha Slapnik, Amy Stevens, Tom Tse, Ben Vukov

Absent: Billy McGonigal, Sarah Miles, Robert Stinnett, Atiya Stokes Brown, Alicia Thompson

Guests: Lt. Governor Pamela Evette, Dr. Johnathan Knoche with DHEC, Myra Reese with DHEC, and Fran Marshall with DHEC

Staff: Karen Riordan, Diana Green, Cindy Gettig, Jimmy Gray, Scott Schult, Randy McKeel, Bob Harris, Diane Charno, Rebecca Edgar

Call to Order / Approval of Minutes

Steve Mays, Chairman, called the meeting to order at 9:05 a.m.

The April 22, 2020, meeting minutes were reviewed. Mike Hagg made a motion to approve the April 22, 2020 minutes as presented. Tom Tse seconded the motion, which passed upon a unanimous vote

Presentations

Lt. Gov Pamela Evette reported that the Accelerate South Carolina task force was successful in setting guidelines for reopening of each industry. Their offices are working in conjunction with DHEC and representatives of all industries to establish guidelines for reopening to avoid new spikes in Covid-19 cases. Mark Keel, chief of SLED is willing to offer resources and assistance with safety issues as areas reopen. The Count Me In campaign video has been launched promoting the importance of participating in the 2020 census.

Johnathan Knoche, MD, MOH, Mst, Medical Consultant with DHEC, gave a presentation on South Carolina Covid testing data and projections. Dr. Knoche feels that mandatory testing for employees is not necessary prior to returning to work. Confirmed cases should isolate for 10 days and identify those with whom they have come in contact. DHEC will assist with the investigation and notify all identified contacts, who should quarantine for 14 days. Businesses should practice general prevention strategies of cleaning and disinfecting, social distancing and

increased ventilation. Accelerate South Carolina provides several resources and guidelines for business reopenings.

Myra Reese, with DHEC Environmental Affairs, reported that their offices have focused on ways to help businesses continue operations or reopen if they have been closed during the pandemic. They welcome input from business leaders as the guidelines are being developed.

Fran Marshall, DHEC Director of Applied Science, is developing a list of best practices for businesses and guidelines for the large entertainment industry and mass gatherings.

Division Reports

Business Development:

Cindy Gettig presented 14 new member investors for approval, which included the 12 proposed members originally included in the Board packet and 2 additional members. The 2 new member investors are Maurice's and C12 Group of Myrtle Beach. Upon a motion made by Mike Hagg and seconded by Kenny Generette, all new members were approved by a unanimous vote.

Ms. Gettig presented the 2020-2021 MBACC Renewal Plan. The plan was developed with a sensitivity to the negative impact of the COVID-19 crisis on member investors, which would affect the financial ability of some members to renew under the normal 2% annual increase. Considering the financial hardship resulting from the pandemic, it was proposed that that the vote approving a 2% increase in dues for 2020-2021 in the March Board meeting be rescinded. In the interest of good will, it was requested that an additional 3% decrease in the current dues be approved for a total of 5% discount across the board for all member-investors.

Renewal invoices will be deployed on June 15, in an email that will include a video message and link for online payments. This will be followed by reminder emails, mailed invoices and phone calls. Members will be offered flexible payment options and renewal incentives.

Stuart Butler made a motion to approve a 5% reduction in current dues to be stated on renewal invoices as a one-time Covid-19 discount. Seconded by Seth McCoy, the motion passed upon a unanimous vote.

The MBACC Annual Meeting has been rescheduled for August 27, 2020 due to the seating and capacity guidelines currently in place. No date has been determined for the Volunteer of the Year celebration.

Finance:

Randy McKeel reviewed the Consolidated Financials for the period ending April 2020. A-Tax and TDF checks received were higher than anticipated. The coronavirus pandemic will have an impact on these revenues for the second quarter.

Destination Specific Marketing Grant revenue is coming in faster than normal, but should even out by the end of the year. The local government funding check was received earlier in the year than in 2019, making the current figure appear to be over budget.

Year-to-Date total revenues are \$19,972,763, with a \$6.2M positive variance vs. budget. Increase in net assets are \$3.4M. Balance sheet reflects \$21M in cash assets, with total assets at \$23.8M.

Finance has prepared a PPP application; however, the MBACC does not qualify for the loan under current CARES Act provisions. Economic Injury Disaster Relief funds were received and other available grants and funding for assistance are being pursued.

Marketing:

Stuart Butler reported for the Marketing Division. They have moved into phase 2 of the reopening marketing strategy which focuses mainly on a digital effort. Currently, the Grand Strand is the top U.S. tourist destination, leading the country in booking pace. The marketing team is implementing the reopening strategy in a way that is appropriate for the current pandemic concerns with Phase 3 expected to be in place June 8-15, 2020.

Conversations are underway with 2021 TIP program partners.

Sales:

Bob Harris reported that sporting events have been authorized to open June 15 and marketing efforts have been underway to target those groups. There are liability concerns with groups as it relates to health of attendees. The sales team has been researching measures that properties can consider to make groups feel more comfortable when participating in events.

CEO Report

The Support Local campaign has been delayed until June 1. The effort will include television, digital, and radio commercials that will include local businesses along with a social media push.

The Marketing Council decided to exercise a temporary pause of one week on the tourism recovery campaign in the interest of area residents and their concerns of spreading Covid-19.

MMGY has been monitoring traveler sentiment which has shown that people are becoming more comfortable with visiting hotels and restaurants. Their research shows that people feel more safe vacationing outdoors at beaches and parks.

Ms. Riordan has reached out to a tourism economics firm to perform studies on the Covid-19 impact on the state and specifically the Grand Strand. A marketing investment analysis will be conducted to show the importance of continuing marketing during an economic downturn.

Ms. Riordan and Jimmy Gray continue to work for support of the letter that was sent to the Governor's office requesting financial aid.

Local level media coverage has been active with several interview requests during the pandemic. This helps to get the MBACC message out to the business community and residents.

Traveler sentiment continues to be monitored after the Memorial Day weekend events. The City of Myrtle Beach is working diligently on ways to curtail criminal activities coming from other areas. Making businesses, visitors and residents safe is the City's top priority.

Chair Reports

Steve Mays reassured the group that the chamber has been closely involved with the City of Myrtle Beach and Horry County officials in an effort solve crime issues. The MBACC provides A-Tax funds to assist with police presence in the city.

Matt Klugman commended everyone for navigating the pandemic and serving the membership. The demand for the Myrtle Beach market is escalating quickly, presenting many challenges.

Directors Comments

Kenny Generette thanked Ms. Riordan and the chamber for extending congratulatory messages for 2020 graduates.

Adjourn

Upon a motion made by Mike Hagg and seconded by O'Neil McCoy, the meeting adjourned at 10:57.