

Board of Directors Meeting Minutes
Chamber's Boardroom
June 16, 2015 ~ 9:30 a.m.

Attendees: Jim Creel, Jr., Wayne Morris, Todd Setzer, Phil Vassar, Sabena Dayton, Carla Schuessler, Radha Herring, O'Neil McCoy, Tony Cox, Brooke Doswell, Billy Huggins, Yvette Jefferson, Steve Mays, Bill McGonigal, Helen Benso, Hugh Huggins

Guests: Wardell Brantley, Benjamin Quattlebaum, Christy Brantley, Micah Gore, David Hucks, Jerome Heyward

Staff: Brad Dean, Kathy Richardson, Jim Wright, Kim DaRoja, Susan Phillips, Cindy Gettig, Pam Wright, Seth Holek

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

Jim Creel called the meeting to order. The May 19, 2015 meeting minutes were then approved.

Wardell Brantley and David Hucks spoke on behalf of the Myrtle Beach Black Chamber. Wardell Brantley presented information on the Myrtle Beach Inspiration Network which works in conjunction with the SC Media Arts Academy. He also noted that the Myrtle Beach Inspiration Network works independently from the Myrtle Beach Black Chamber and other chambers. David Hucks discussed his thoughts and observances relative to future population demographics and his desire to work with the MBACC to address his predictions on changing visitor demographics.

Cindy Gettig presented the 2nd Quarter Stellar Performance Award to Pam Wright.

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.

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, Tony Cox made a motion to approve the proposed new members. Radha Herring seconded the motion and it was then approved by all board members present. Radha also reported that the 2016 renewals have continued to track ahead of 2015 renewals.

Phil Vassar reported for the Marketing Council stating that marketing efforts have transitioned from Carolina Country Music Fest ads to summer travel TV spots to stimulate additional summer bookings. He also reported that VisitMyrtleBeach.com generated 1,403,648 unique visits and 1,084,419 referrals for the month of May and the 2015 YTD PR efforts have generated \$81.6 million in earned media value and more than 880 million in media impressions. Lastly, he reported that over the 4th of July weekend we anticipate national TV coverage on Fox & Friends for the "Salute from the Shore" military flyover, followed by a media hosting of Sam Champion and Jim Cantore & The Weather Channel/AMHQ on July 22-24.

Brad Dean reported for the Legislative Policy Council stating Mark Kelley reviewed a wrap up of the SC legislative session. With regard to transportation funding, Brad recommended future engagement from the chamber board on the issue. Brad also reported a state budget has not passed yet, which could result in a continuing resolution that would fund the government at current levels until a budget is passed. Brad also stated the Memorial Day Weekend funding for law enforcement was included in the proposed budget. Lastly, Brad discussed John Pedersen's presentation to LPC regarding a new product development initiative that would set aside funds from future growth to be allocated to new projects along the Grand Strand.

CEO Report – Brad Dean

- Gave a brief recap of the Carolina Country Music Fest and discussed the promotor's desire to bring the event back in 2016
- Discussed a board packet handout related to international visitor spending
- Gave an update on the Area Recovery Council's recent work with a consultant to develop a long term recovery plan. He stated the consultant would give an overview of the plan at a future board meeting.
- Discussed the opportunity to possibly secure to upcoming presidential debates in 2016.

Chairman Report – Jim Creel

- Stated that due to a parliamentary oversight, he asked the board to re-affirm passage of 3 votes taken during the May 19th board meeting; changes to the 401k plan, a 2% increase in CVB dues for 2016 and the addition of a real estate page on VisitMyrtleBeach.com. A motion was made to re-affirm the May 19th votes on these items. Phil Vassar seconded the motion and was then approved by all board members present.

Directors Comments

- None given

A motion was made to adjourn the meeting.

/kor