

Board of Directors Meeting Minutes

Chamber's Boardroom

June 20, 2017 ~ 9:00 a.m.

Attendees: Todd Setzer, Bryan Lewis, Carla Schuessler, Alex Husner, Patrick Norton, Ryan Swaim, Jim Powalie, David Nelson, Matt Klugman, Nora Mason, Helen Benso, Kenny Generette, Billy Huggins, Cindy Hull, Chris Shroff, Richard Singleton, Radha Herring, Ralph Byington, Sabena Dayton, Terrance Herriott, Hugh Huggins, Ken McKelvey, John Sawyer

Guests: Phil Vassar, Charlie Bradshaw, Margaret LaSalle, Tammy Baxley, Steve Marshall, Deidra Marshall

Staff: Brad Dean, Kathy Richardson, Scott Schult, Cindy Gettig, Kim DaRoja, Diane Charno, Amy Villasenor

Call to Order

Todd Setzer called the meeting to order. The May 16, 2017 minutes were then approved.

Cindy Gettig introduced Tammy Baxley, Steve Marshall & Deidra Marshall from the Myrtle Beach International Airport. Cindy presented a plaque of appreciation to Deidra for her excellent customer service and assistance as an MYR Ambassador related to a Spirit Airlines passenger.

Margaret LaSalle presented on behalf of LStar Ventures reviewing additional planned development in the Grande Dunes.

Todd Setzer presented plaques of appreciation to Phil Vassar and Charlie Bradshaw for the service as Co-Chairs of the CVB Funding Model Task Force and thanked them for their leadership and dedication to the Chamber.

Division Summary Reports

Terrance Herriott reported for the Finance Review Committee giving a brief overview of the Statement of Financial Activity and Statement of Financial Position. Terrance also discussed the search for a new insurance broker for the Chamber. He reported that the committee chose NFP as the new insurance broker and brought that recommendation to the board for approval. Richard Singleton made a motion to accept the FRC's recommendation of NFP as the new broker. Chris Shroff seconded the motion and was then passed by all board members present.

Carla Schuessler reported there are 33 new member prospects and asked the board to review the slate of members as presented. After board review, Ryan Swaim made a motion to approve the proposed new members. Richard Singleton seconded the motion and was then approved by all board members present. Carla provided an update on renewals stating renewals are at 51% and revenues continue to exceed amounts collected in prior years.

Billy Huggins reported for the Legislative Policy Council reviewing the recent LPC meeting where discussions included a recap on the 2017 legislative session, beach renourishment, the SCDOT infrastructure strategy and the Ride I extension.

CEO Report – Brad Dean

Brad Dean discussed new air service opportunities and available funding. He recommended to the Board that they release \$365,000 out of air service funding reserves to be used this year. Chris Shroff made a motion to approve releasing \$365,000 in air service reserves. Richard Singleton seconded the motion and was then passed by all board members present.

Brad Dean discussed sports tourism growth and a study being conducted to determine if a larger facility is needed to keep up with demand. He also recommended that the Board invite the City of Myrtle Beach and Sports Complex to attend a future meeting together to discuss their budget. Sabena Dayton and Chris Shroff recommended forming a task force to address short term needs and long term challenges related to sports tourism. The Board discussed a proposed policy for marketing support with the sports complex that would set specific ROI targets for marketing incentives in both in-Season and out-of-season events. David Nelson made a motion to approve the proposed sports marketing policy and formation of a task force. Chris Shroff seconded the motion and was then approved by all board members present.

Brad discussed the previous week's violence along Ocean Boulevard. Scott Schult discussed web traffic metrics related to coverage of the shootings. They also discussed the marketing plan in place to mitigate its effect. Brad also discussed the option of altering the language to state that funding for law enforcement can be used during peak season rather than just Memorial Day Weekend. David Nelson made a motion to direct staff to begin work on revising the proviso language. Richard Singleton seconded the motion and was then approved by all board members present.

Lastly, Brad reported the Grand Strand will receive full funding for beach renourishment in North Myrtle Beach, Myrtle Beach and the Surfside Beach/Garden City area.

Chair Report – Todd Setzer

- Todd announced that the July 18th board meeting will be cancelled and the 2018 Board Chair election will take place during the August 15th meeting.

Immediate Past Chair Report – Radha Herring

- None given

Directors Comments

- None given

A motion was made to adjourn the meeting.

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