

Board of Directors Meeting Minutes

Chamber Boardroom

June 18, 2019 ~ 9:00 am

Attendees: Larry Bond, Ralph Byington, Mike Hagg, Radha Herring, Cindy Hull, Alex Husner, Matt Klugman, Nora Mason (by phone), Steve Mays, Billy McGonigal, Ken McKelvey (by phone), Sarah Miles, Monty Morrow, Jim Powalie, Carla Schuessler, Richard Singleton, Robert Stinnett, Tom Tse, Ryan Swaim, Ben Vukov

Absent: Jamie Broadhurst, Stuart Butler, O'Neil McCoy, Ryan Moore, David Nelson, John Rowe

Staff: Karen Riordan, Cindy Gettig, Jimmy Gray, Scott Schult, Amy Villasenor, Bob Harris, Diane Charno, Rebecca Edgar

Call to Order / Approval of Minutes

Matt Klugman, Chairman, called the meeting to order at 9:05 a.m.

The May 21, 2019, meeting minutes were reviewed. Richard Singleton made a motion to approve the May 21, 2019, meeting minutes as presented. Mike Hagg seconded the motion, which passed upon a unanimous vote.

Division Summaries

Finance:

Amy Villasenor reported the May 2019 statement of activities and statement of financial position. The first two quarters of TDF and A-tax are up 4% over budget for 2019. Expenses are trending under budget. Variance in Chamber and CVB dues are attributable to the change in of Golf Tourism Solutions dues. Net assets showed a positive variance of \$535,587 vs. budget. The statement of financial position reflected \$12M in total cash.

Business Development:

Monty Morrow presented 20 new member investors for approval. Upon a motion made by Richard Singleton and seconded by Jim Powalie, the new members were unanimously approved. Business Development has scheduled 37 networking events to date.

Marketing:

Steve Mays reported that the summer marketing campaign is shifting to fall, which includes a cooperative effort with Hootie and the Blowfish with 40-50 stops across the country. The 2019 Carolina Country Music Festival was a success. TIP 2020 sales meeting are in progress.

Advocacy:

Richard Singleton reviewed 2019 initiatives and successes. The next Advocacy Council meeting will take place on July 8, 2019.

CEO Report

Karen Riordan gave an update on the RFP process.

Eighteen nondisclosure agreements and nine RFP's were received for Brand Positioning. After review and scoring by the task force, 4 finalists were selected. The Brand Positioning task force unanimously agreed to recommend MMGY Global, Inc., to the Board for approval.

Upon a motion made by Richard Singleton and duly seconded by Ryan Swaim, the board unanimously voted to approve MMGY Global, Inc., as the brand positioning partner.

401K Management RFP was issued on May 30. Business intelligence RFP is currently in development.

The current Fahlgren Mortine contract expires at the end of June. In their June 12 meeting, the Executive Committee approved extending the contract for 6 months in the interest of continuity until the Public Relations RFP is issued later in the year. They now bring the matter before the Board for approval.

Upon a motion made by Steve Mays and seconded by Jim Powalie, the Board unanimously voted in favor of extending MBACC's current agreement with Fahlgren Mortine for an additional 6 months.

Ms. Riordan and Scott Schult recently met with the MYR leadership team regarding a marketing partnership moving forward. MYR proposes to invest an initial \$250,000 for 2019 to secure additional air markets and help those that have already opened up.

Billy McGonigal made a motion to enter into a Letter of Agreement with Myrtle Beach International Airport and receive the funds to begin working on a marketing plan. Seconded by Jim Powalie, the motion passed upon a unanimous vote.

MBACC has begun a partnership with the Myrtle Beach Area Hospitality Association and several hospitality members to create a new Metrics task force. The group will focus on understanding the data that is available and organizing all of the metrics that are currently coming in.

A Nominating Committee will be organized in July to consider nominees for 8 MBACC Board positions that will be open for 2020. The committee will create a board matrix to ensure diversity and representation of all business members.

The 2019 Board retreat will take place November 6-8, in Nashville, TN. A portion of the trip will involve visits to their Chamber/CVB and key city offices to learn about successful efforts to revitalize their community.

Nexsen Pruitt is undergoing a legal review of tax revenues statutes with the goal of creating a blueprint to better guide how those monies can be utilized.

Chair Report

Matt Klugman, Chairman, reported that the Executive Committee has conducted meeting with members of Myrtle Beach City Council and continue to work collaboratively with them to improve Myrtle Beach.

The meeting was adjourned at 10:12 a.m. upon a motion made by Ryan Swaim and seconded by Richard Singleton.

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