

**Board of Directors Meeting Minutes**  
**June 26, 2020 - 9:00 am**  
**Pine Lakes Country Club**

**Attendees:** 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, Billy McGonigal, Ryan Moore, Monty Morrow, John Rowe, Samantha Slapnik, Amy Stevens, Robert Stinnett, Atiya Stokes Brown, Alicia Thompson, Tom Tse, Ben Vukov

**Absent:** Jamie Broadhurst

**Guests:** Heather Matthews, CEO of NP Strategies, Jonathan Paris

**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 9:15 a.m.

The May 27, 2020, meeting minutes were reviewed. Ryan Moore made a motion to approve the May 27, 2020 minutes as presented. Alicia Thompson seconded the motion, which passed upon a unanimous vote.

**Presentations:**

Heather Matthews with NP Strategies spoke to the group about strategies for navigating a crisis and remaining open for business during the Covid-19 pandemic.

Karen Riordan reviewed the daily efforts of the MBACC Crisis Team, of which Sarah Stephens, the senior staff and Ms. Riordan are a part. They have remained in contact with the membership through a strategic process of education, shared Covid-19 information and daily communications. The MBACC building is currently closed to the public and staff are on staggered schedules for working in the offices.

Jonathan Paris presented an update on sports recovery efforts. Sports in the area resumed with the recent Ripken baseball event. Thus far, 31 events have been cancelled or postponed, resulting in approximately 35,000 room nights lost. When the governor reopened sports in June, some seasons had already ended. The team were able to salvage some events by conducting weekly calls to summer event organizers. Additionally, weekly calls were organized with county sports facility partners to discuss policies, procedures and best practices guidelines to mitigate health and safety concerns. Outreach was made to partner hotels regarding loss of staff and how event coordinators can stay in touch and get the answers to questions they may have. The "Play It Safe" campaign was launched, which stresses the CDC guidelines. Fall events have not yet cancelled although some have been rescheduled to a later date.

**Division Reports**

*Business Development:*

Billy McGonigal presented 14 new member investors for approval, which included the 13 proposed members originally included in the Board packet and 1 additional member, Seaboard Signs. Upon a motion made by Alicia Thompson and seconded by Seth McCoy, all new members were approved by a unanimous vote.

Renewals were deployed on June 16 via email which included a video by Karen Riordan explaining about the 5% discount for this year as well as payment options. Webinars and virtual networking events are being offered to

members. The "Show Your Love of the Beach" support local campaign kicked off on June 1 and will continue until the end of the month. The campaign includes television, radio, print ads and social media platforms.

The Diversity, Equity & Inclusion Council met on June 16. They will meet again to discuss the addition of an education component and membership drive for minority businesses. Focus groups will be organized to better understand barriers that these business may be experiencing.

*Finance:*

John Rowe noted that main funding from A-Tax & TDF will be impacted. Operating and program expenses are down due to the proactive measures and spending control by the senior team.

Randy McKeel reported that non restricted revenues are beginning to show the negative impact of the pandemic with the figures down \$195,000 to budget. Local government funding was strong for the first 2 quarters which should offset the loss due to Covid-19. Total revenues are at \$1.88M over the budget and are a positive variance of \$2M over the previous year. Total net increase is \$491,000.

The balance sheet for the period ending May 31, 2020 reflects \$18M cash in bank and total assets of \$20M. The finance team are working on a revised forecast for the remainder of the year and will adjust the budget according to the new model.

*Marketing:*

Elements of Phase 3 of the marketing recovery plan will not launch as anticipated due to the spike in local Covid cases. It was decided to postpone television advertisements in a few select markets to mitigate the impact of negative commentaries. Welcome Back Horry County launched its website, [TheGrandStrandsOpen.com](http://TheGrandStrandsOpen.com). All were encouraged to visit the site and make the promise to adhere to reopening guidelines and best practices. MMGY is working on rebranding efforts, including new Visit Myrtle Beach logo concepts. TIP 2021 planning is in progress and will include new incentives for partners.

The *Visit Responsibly* video series has been developed to share positive messaging and promote personal responsibility in stopping the spread of coronavirus.

**CEO Report**

Karen Riordan reported that \$250,000 was secured from the Area Recovery Council to be applied to public relations. Senator Scott and Congressman Rice are pushing for a bill to allow DMO's promoting tourism to have access to Paycheck Protection Program funds.

**Chair Report**

Steve Mays thanked Atiya Stokes-Brown for her contribution as the Chair of the Diversity, Equity & Inclusion Council. The Executive Committee will continue to be more involved in public safety through continued dialogue with the City of Myrtle Beach and offer solutions to the business community.

**Adjourn**

Upon a motion made by Billy McGonigal and seconded by Alex Husner, the meeting adjourned at 10:58 am.