

Board of Directors Meeting Minutes
Chamber's Boardroom
July 21, 2015 ~ 9:30 a.m.

Attendees: Jim Creel, Jr., Wayne Morris, Todd Setzer, Phil Vassar, Sabena Dayton, Carla Schuessler, Radha Herring, Tony Cox, Brooke Doswell, Billy Huggins, Yvette Jefferson, Steve Mays, Hugh Huggins, Charlie Bradshaw, Marilyn Fore, Mike Hill, Ross Martin, Monty Morrow, Julia Singleton

Guests: Bob Durkin, Sheila Fletcher, Amie Lee, Mike Stevens

Staff: Brad Dean, Kathy Richardson, Jim Wright, Kim DaRoja, Danna Lilly, Scott Schult, Susan Phillips, Cindy Gettig, Diana Greene, Seth Holek

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

Jim Creel called the meeting to order. The June 16, 2015 meeting minutes were then approved.

Bob Durkin, Sheila Fletcher, Amie Lee & Mike Stevens spoke on behalf of the Carolina Country Music Fest providing a recap of the inaugural event and their plans return in 2016. They also thanked the MBACC and the City of Myrtle Beach for their support of the event.

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.

Jim Wright presented a recommendation from the Finance Review Committee to delay until January 1, 2016, certain amendments to the chamber's 401k plan. These amendments were approved by the board in April 2014, however due to an oversight made by Fidelity, the plan's trustee; they were not effective for the 2015 plan year. Tony Cox made a motion to defer the effective date of the amendments to January 1, 2016. Phil Vassar seconded the motion and it was then approved by all board members present.

Radha Herring reported there are 25 new member prospects and asked the board to review the new slate of members as presented. After board review, Marilyn Fore made a motion to approve the proposed new members. Yvette Jefferson seconded the motion and it was then approved by all board members present. Radha also reported that renewals are going well and a phonation will be conducted to gain additional renewals for 2016. Hugh Huggins reported for the Young Professionals Council stating the gsSCENE Steering Committee met on July 18 and recently formed a Communications Sub-Committee which will meet on July 22. Their first Lunch Rush will be held on August 5 at 12 pm at the MB Pelicans Stadium and the Young Professional of the Year event will be held on October 22. Lastly, Hugh reminded everyone of the upcoming Kickin' It for Charity Kickball Tournament on September 12 at the Ripken Experience.

Phil Vassar reported for the Marketing Council stating TV advertising will begin again with the launch of the new fall campaign the week of August 17th. Targeted digital ads will also continue throughout the summer. Phil also stated VisitMyrtleBeach.com generated 1,597,862 unique visits and 1,350,586 referrals in June. June PR values came in at \$18.1 million and 364 million impressions and YTD PR efforts have generated \$99.7 million in earned media value and over 1.24 billion impressions. Lastly, Phil reminded everyone of the upcoming visit from Sam Champion and Jim Cantore with The Weather Channel/AMHQ July 22-24.

Susan Phillips presented a PowerPoint of successful results from a recent promotion in conjunction with the Myrtle Beach Pelicans.

Mike Hill reported the Legislative Policy Council had not met since the last board meeting, however the council will host a special meeting with Attorney General Alan Wilson on August 18th and invited the board to attend.

CEO Report – Brad Dean

- Discussed renewed efforts by the South Atlantic Fishery Management Council to regulate grouper and snapper fishing. He recommended the chamber support appropriate measures to protect the local fishing industry and recommended the board oppose the proposed changes as in the past.
- Reviewed positive comments about the support ad and video from Charleston counterparts after the mass shooting.
- Reviewed Q&A responses provided to the media regarding recent misinformation.
- Discussed the history of the MBACC trademark action and provided an update stating resolution should be reached in the next 90 days.

Chairman Report – Jim Creel

- Discussed the appointment of the 2016 MBACC Nominating Committee and the need to amend the current bylaws to reflect the addition of the West of the Waterway Council and its inclusion in the Nominating Committee composition. Julia Singleton made a motion to amend the bylaws to reflect the addition of the new Council with respect to the Nominating Committee appointments. Wayne Morris seconded the motion and it was then approved by all board members present

Directors Comments

- None given

A motion was made to adjourn the meeting.

/kor