

Board of Directors Meeting Minutes

Chamber's Boardroom

August 16, 2016 ~ 9:30 a.m.

Attendees: Radha Herring, Jim Creel, Jr., Wayne Morris, Carla Schuessler, Charlie Bradshaw, Chris Shroff, Steve Mays, Andy Milovich, Patrick Norton, Helen Benso, Kenny Generette, Hugh Huggins, Alex Husner, Julie Kopnicky, John Sawyer, Todd Setzer, Julia Singleton, Sabena Dayton, Terrance Herriott, Billy McGonigal, Phil Vassar

Guests: Mike Wooten, Ester Murphy, Victoria Johnson, Dan Gray, Scott Brandon, Mary Frances Tall, Jackie Vereen

Staff: Brad Dean, Kathy Richardson, Cindy Gettig, Diana Greene, Jim Wright, Scott Schult, Kim DaRoja

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

Radha Herring called the meeting to order. The July 19, 2016 meeting minutes were then approved.

Representatives from the Solid Waste Authority discussed recycling efforts within Horry County.

Radha Herring & Brad Dean presented Mary Frances Tall with a plaque thanking her for over 45 years of service to the hospitality industry.

Brad Dean and Kathy Richardson provided an update on the USACE comment period for the I-73 permit. Mike Wooten discussed next steps in the process to secure the permit and possible funding options.

Scott Brandon discussed a past matter of interest to the Chamber.

Division Summary Reports

Billy Huggins and Jim Wright reported for the Finance Review Committee providing an update on the sales of the South Strand Visitors Center reporting that the Chamber has vacated the building and the closing documents have been executed.

Todd Setzer reported there are 17 new member prospects. He asked the board to review the 17 prospects as presented. After board review, a motion was made to approve those 17 proposed new members. The motion was seconded and approved by all board members present. Todd also reported that renewals were at 91% of the goal, there are 260 members to contract regarding renewal and a call-a-thon is planned.

Helen Benso provided a South Strand Council update reporting that 320 south strand members have been visited by Chamber staff resulting in 207 renewals with 2014 left to renew. Helen reported that feedback regarding the closure of the South Strand office had been mostly positive.

Terrance Herriott provided an update for the Business Diversity Council reminding all of the upcoming business mixer on September 8th at Travinia's.

Phil Vassar reported for the Marketing Council stating the 60 More Days of Summer Campaign has begun which is the largest fall promotion ever. TV investment is up 40% year over year and in approximately 60 markets. There is a strong PR effort underway focused on coastal Carolina cuisine, and additional focus on 60th birthday celebrations. Unique visits are up more than 10% for the year, however referrals remain challenging.

Diana Greene provided an update on the new Mobile Visitors Center which will allow the Chamber to have a presence in our local community as well as other locations where the Chamber is promoting the destination. Diana also reminded all of the upcoming ribbon-cutting event at the new Airport Visitor Center.

Kim DaRoja presented an update on the 2016 CVB Group Sales divisional efforts, including plans for future promotion tied to Grand Strand 2020.

Brad Dean provided an update for the Legislative Policy Council discussing efforts to work with County Council on funding efforts for I-73 and discussed new legislative efforts on the automatic stay issue for the coming legislative session. Lastly, he reminded all of the upcoming meeting on August 19th.

CEO Report – Brad Dean

- Discussed an upcoming event on climate change being held in Myrtle Beach.
- Provided an update on the Area Recovery Council's efforts to open Disaster Recovery Fund in conjunction with the Waccamaw Community Foundation.
- Provided an update on the Ride 3 campaign and recommended the County Council Chair attend an upcoming Chamber board meeting to discuss Ride 3 funding.
- Discussed an upcoming trip to China with Brand USA to further efforts to promote international tourism.

2017 Board of Director Nominations

Jim Creel, Jr. reviewed the 2017 slate of proposed incoming board member nominees brought before the board by the Nominating Committee and recommended adding Jim Powalie to the slate of proposed board members. Chris Shroff made a motion to accept the revised slate of nominees. The motion was seconded and passed by all board members in attendance.

Election of 2017 Chairman

Radha Herring asked for a motion to open the floor for nominations from the board of directors. A motion was made to open nominations, seconded and approved by all board members present. Terrance Herriott nominated Todd Setzer 2017 Chair. After no further nominations, a motion was made to close the nominations and accept Todd Setzer as the incoming Chair for 2017. The motion was seconded and approved by all members present.

Chair Report – Radha Herring

- None given

Past Chair Report – Jim Creel, Jr.

- None given

Directors Comments

- None given

A motion was made to adjourn the meeting.

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