

Board of Directors Meeting Minutes

Chamber's Boardroom

August 18, 2015 ~ 9:30 a.m.

Attendees: Jim Creel, Jr., Wayne Morris, Todd Setzer, Phil Vassar, Sabena Dayton, Carla Schuessler, Radha Herring, Tony Cox, Yvette Jefferson, Steve Mays, Hugh Huggins, Charlie Bradshaw, Mike Hill, Monty Morrow, Julia Singleton, Helen Benso, Bryan Lewis, O'Neil McCoy, Bill McGonigal

Guests: Natalie VonLoewenfedlt

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

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

Jim Creel called the meeting to order. The July 21, 2015 meeting minutes were then approved.

Brad Dean gave a recap of the formation of the Area Recovery Council and introduced Natalie VonLoewenfedlt who presented an overview of a 6 month study aimed at evaluating Myrtle Beach's readiness in the event of a natural disaster.

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.

Radha Herring reported there are 23 new member prospects and asked the board to review the new slate of members as presented. After board review, Tony Cox made a motion to approve the proposed new members. Charlie Bradshaw seconded the motion and it was then approved by all board members present. Radha the reported renewals continue and as of August 14, reflect \$693,704 in revenue against a budget of \$757,000 or at 92% of goal and have renewed 2,258 members. Radha also stated a phone-a-thon took place on August 6 and another is scheduled for August 21st.

Phil Vassar reported for the Marketing Council stating for the month of July VisitMyrtleBeach.com generated 1,553,604 unique visits and 1,195,671 referrals. The July 2015 PR was \$8.7 million. YTD reflects \$108 million which is closing in on our annual goal of \$125 million. The 60 More Days of Summer Fall "Relax & Unwind" promotion launched this past weekend to coincide with National Relaxation Day. New interest-specific videos have been created to continue to sell "beyond the beach" those unique experiences that add to the TV spots. Eight national media bloggers are in market to blog about the Grand Strand and showcase ways to relax and unwind in Myrtle Beach. Budget Travel will also publish an article this week featuring the 60 More Days fall campaign.

Mike Hill reported for the Legislative Policy Council stating the council will host a meeting with Attorney General Alan Wilson immediately following today's board meeting.

CEO Report – Brad Dean

- Gave an update on efforts by the South Atlantic Fishery Management Council to regulate grouper and snapper fishing.

Chairman Report – Jim Creel

- Presented the 2016 MBACC Nominating Committee members and asked for a motion to approve the committee members. Mike Hill made a motion to approve the 2016 Nominating Committee. Phil Vassar 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