

Board of Directors Meeting Minutes

Chamber's Boardroom

August 15, 2017 ~ 9:00 a.m.

Attendees: Todd Setzer, Bryan Lewis, Carla Schuessler, Alex Husner, Patrick Norton, Ryan Swaim, Jim Powalie, Matt Klugman, Nora Mason, Kenny Generette, Billy Huggins, Cindy Hull, Chris Shroff, Richard Singleton, Radha Herring, Ralph Byington, Sabena Dayton, Terrance Herriott, Hugh Huggins, Ken McKelvey, John Sawyer, Andy Milovich, Julia Singleton

Guests: Matthew Bellissary, Buzz Plyler, Michelle Kercher, Mark Lazarus, Lisa Coombs

Staff: Cindy Gettig, Kim DaRoja, Diane Charno, Kathy Richardson, Seth Holek

Call to Order

Todd Setzer called the meeting to order. The June 20, 2017 minutes were then approved.

Todd Setzer presented Matthew Bellissary with a plaque in recognition of his efforts in reaching Eagle Scout which is highest level of recognition set by the Boy Scout organization.

Cindy Gettig presented the 2nd quarter Stellar Performance Award to Rick Taylor and recognized his service to the chamber and his upcoming retirement. Kim DaRoja stated that Casey Dornhecker was presented with the 1st quarter Stellar Performance Award at a prior meeting.

Lisa Coombs presented on behalf of the International Culture Festival and requested marketing support from the chamber.

Michelle Kersher & Buzz Plyler presented a recap of the 2017 Sun Fun Festival and requested use of the Sun Fun Festival Trademark in 2018 & 2019.

Mark Lazarus discussed plans for the possible addition of new military appreciation events during May 2018; including Memorial weekend. He asked for support from the chamber and the community as a whole. Todd Setzer directed staff to begin working on ways that the chamber can assist.

Division Summary Reports

Terrance Herriott reported for the Finance Review Committee giving a brief overview of the Statement of Financial Activity and Statement of Financial Position.

Carla Schuessler reported there are 32 new member prospects and asked the board to review the slate of members as presented. After board review, Ken McKelvey made a motion to approve the proposed new members. Richard Singleton seconded the motion and was then approved by all board members present. Carla then made a motion to deny the membership application submitted by MyrtleBeachSC.com. Ken McKelvey seconded the motion and was then approved by all board members present.

Richard Singleton presented on behalf of the Marketing Council stating the council met on July 20th and several business members representing the south end of the beach came to speak to the council. Scott Schult gave an overview of the 2016 Conversion Study, several research related projects, and the fall marketing campaign. Richard also reported that we've increased promotions of the boardwalk area through digital advertising, social media and public relations efforts. The fall "60 More Days of Summer" Campaign is underway and will run for 10 weeks in approximately 40 markets, including air service markets. Lastly,

Richard stated that we'll host several writers, bloggers and influencers for a Fall Fam tour the first week of September.

Billy Huggins presented on behalf of the Legislative Policy Council stating the next LPC meeting will be held on Friday, September 8th when we'll host the SC Chamber for their annual Grassroots meeting.

Todd Setzer discussed Sun Fun Festival organizer's Michelle Kerscher & Buzz Plyler's request to use the Sun Fun Festival trademark in 2018 & 2019. After board discussion, Chris Shroff made a motion to allow festival organizers to use the Sun Fun Festival trademark in 2018 & 2019. Richard Singleton seconded the motion and was then approved by all board members present.

Election of 2018 Chair

Todd Setzer 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 Carla Schuessler for 2018 Chair. Sabena Dayton seconded the motion. Andy Milovich nominated Billy Huggins for 2018 Chair. Chris Shroff seconded the motion. After no further nominations, a motion and a seconded were given to close the nominations. After a secret ballot vote, Todd Setzer announced Carla Schuessler as the incoming Chair for 2018.

2017 Board of Director Nominations

Radha Herring reviewed the 2018 slate of proposed incoming board member nominees brought before the board by the Nominating Committee. Ken McKelvey made a motion to accept the slate of 2018 nominees. Ryan Swaim seconded the motion and was then passed by all board members in attendance.

CEO Report – Todd Setzer

- Brad is attending the FEMA Emergency Management training with Horry County EMD and others.
- We are close to finalizing the CVB Renewals using the new model. We still have a few outstanding contracts but are making progress. Staff plan to update the Board on our financial status at the September meeting.
- The Golf Holiday partnership is going well and we plan to finalize the arrangement on or before October 1st.
- The Board will receive invitations to an I-73 Permit Party scheduled on Friday Sept 8th at the Hilton from 6pm-9pm.
- Approximately 100 interviews were conducted by Bill Geist in relation to our Strategic Plan update.

Chair Report – Todd Setzer

- Discussed the board's recent responses to 2 Letters to the Editor that appeared in the local newspaper.
- Reminded all of the upcoming Board Planning Session in Pinehurst, NC October 10-11, 2017.

Immediate Past Chair Report – Radha Herring

- None given

Directors Comments

- None given