

Board of Directors Meeting Minutes

Chamber Boardroom

August 20, 2019 ~ 9:00 am

- Attendees:** Larry Bond (by phone), Stuart Butler, Ralph Byington, , Cindy Hull, Alex Husner, Matt Klugman, Steve Mays, O'Neil McCoy, Ken McKelvey, Sarah Miles, Ryan Moore, Monty Morrow (by phone), David Nelson, Jim Powalie, John Rowe, Carla Schuessler, Richard Singleton, Robert Stinnett, Tom Tse, Ryan Swaim, Ben Vukov
- Absent:** Jamie Broadhurst, Mike Hagg, Radha Herring, Nora Mason, Billy McGonigal
- Guests:** Honorable H. Tom Rice
- Staff:** Karen Riordan, Diana Greene, Cindy Gettig, Jimmy Gray, Bob Harris, Diane Charno, Rebecca Edgar

Call to Order / Approval of Minutes

Matt Klugman, Chairman, called the meeting to order at 9:15 a.m.

The June 18, 2019 meeting minutes were reviewed. Jim Powalie made a motion to approve the minutes as presented. David Nelson seconded the motion, which passed upon a unanimous vote.

Presentations

Matt Klugman presented to Congressman Tom Rice an award in recognition of his designation as the US Travel Association's 2019 Distinguished Travel Champion.

Division Summaries

Finance:

John Rowe reported that the MBACC accounting operations has fully transitioned to South Atlantic Bank. Mr. Rowe recognized Susan Giaquinto and Heather Edwards for their remarkable efforts during the banking transition.

Mr. Rowe reviewed the consolidated financials and statement of activities, noting that revenues are up compared to budget and the year continues to hold strong. Cash assets have a positive variance of \$1.4M and reserves are extremely healthy. Mr. Rowe commended the leadership team for continuing to keep operating expenses below budget.

Business Development:

Monty Morrow presented 23 new member investors for approval. Upon a motion made by Richard Singleton and seconded by O'Neil McCoy, the 23 new members were unanimously approved.

David Nelson made a motion to ratify 17 new members approved by an e-vote on July 16, 2019. Seconded by John Rowe, the 17 new members were unanimously approved.

Two new business categories were presented by the Business Development Committee for Board approval, to wit: Brewery/Distillery and Counseling/Therapy. Upon a motion made by David Nelson and seconded by Jim Powalie, both categories were approved by a unanimous vote.

Marketing:

Steve Mays reported that there was no Marketing Council meeting in the month of August. The next meeting will take place on September 10th. Mr. Mays reviewed the fall promotions, media hostings, upcoming major destination coverage in several large publications and several sales trips on the books.

The 2020 TIP program participation deadline is August 23. The team continues to work hard reaching out to restaurants, attractions, campgrounds and golf segments.

Cyndi Moore joined sales team on August 5th.

Advocacy:

Richard Singleton reported that the Advocacy Council met on July 8, and heard a presentation by Lauren Clever, Executive Director of the City of Myrtle Beach's Downtown Redevelopment Corporation. Ms. Clever shared the implementation plan approved by the City of Myrtle Beach. Angelia Smith-Owens and Ryan Burnaugh with KMSO joined by phone to provide an update on the 2019 SC State House legislative session. The Council will discuss and vote on the 2020 Legislative Priorities at its next meeting on October 14.

Jimmy Gray reported that there were no changes to the school start date proposal. A Tax reform proposal was introduced with a number of revisions relative to A-Tax. The MBACC, the City of MB and DHEC have worked in conjunction to develop a new water quality pilot program for timely reporting of water conditions – www.checkmybeach.com.

Task Force Reports

Nominating Committee:

Carla Schuessler reported for the 2020 BOD Nominating Committee. A new process was implemented for 2020 nominations, wherein a matrix was created that took into consideration diversity and representation of the different industry sectors. Fourteen nominations were submitted and the Committee conducted interviews with the nominees. The Committee approved a slate of 8 candidates and presented it to the Board for discussion.

The nominees are as follows:

- Pablo Chavez, Ripley's Aquarium and Attractions
- Kenny Generette, Horry County Schools
- Seth McCoy, Burroughs & Chapin
- Samantha Slapnik, Liberty Tax Service
- Atiya Stokes-Brown, Coastal Carolina University
- Amy Stevens, Tideland HealthCare
- Jory Taylor, Edward Jones
- Alicia Thompson, McNair Law Firm

Ryan Swaim made a motion to approve the slate of candidates as presented. Seconded by Steve Mays, the motion was unanimously approved.

The list of candidates will be sent to the membership via email and members will have a 30 -day period to provide input. A final vote ratifying the candidates will take place at the September 17th Board meeting.

CEO Report

Karen Riordan reported on the 401K Safe Harbor Plan RFP. Eight NDA's were initially received, with seven proposals ultimately submitted. The 401K Safe Harbor Plan RFP Task Force reviewed the proposals from which 3 finalists were selected. All finalists came and presented to the task force. The task force agreed that the Soto Sawyer Wealth Management Group at Merrill Lynch offered competitive rates with plans that will allow more choices and have a heavy educational component for staff. The 401K Safe Harbor Plan RFP Task Force now puts forth Soto Sawyer Wealth Management Group as their recommendation for the business to award this service.

O'Neil McCoy made a motion to approve the recommendation of Soto Sawyer Wealth Management Group at Merrill Lynch as the 401K Safe Harbor Plan administrator. Seconded by Ken McKelvey, the motion passed upon a unanimous vote.

The Data Analytics RFP is underway. Two additional RFP's for cleaning and landscaping services will be created, which were not included in the original RFP schedule.

Ms. Riordan presented the new format for quarterly city updates. The expanded report included additional information and statistical data including 2018 visitor volume and spending, air service, economic impact research, marketing campaign results and ROI for 2018. The accountability reports for 1st and 2nd quarters of 2019 for TDF and A-Tax collections and investments were reviewed, along with Smith Travel Research reports on 2019 occupancy rate and RevPAR growth. The Executive Committee will meet with city council members for input on the report format.

After an extensive search for a new EVP of Finance, an offer has been made to the top candidate. He has accepted the offer and will begin in mid-September.

The House GOP Caucus Event will take place at the Myrtle Beach Marriot Grand Dunes on September 19. All Board members are encouraged to attend.

Chair Reports

Matt Klugman, Chairman, discussed growth in the area and the importance of keeping accurate track of the additional restaurant seats and hotel bedrooms that are coming into our area.

Mr. Klugman encouraged everyone to support the city's efforts for revitalization.

Mr. Klugman acknowledged the August 20 date as Karen Riordan's first anniversary as the President & CEO of the Myrtle Beach Area Chamber of Commerce and thanked her for her dedication to the Chamber and business community.

Adjourn

Upon a motion, the meeting was adjourned at 10:20 a.m.

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