

Board of Directors Meeting Minutes

Chamber's Boardroom

September 15, 2015 ~ 9:30 a.m.

Attendees: Jim Creel, Jr., Todd Setzer, Phil Vassar, Carla Schuessler, Radha Herring, Tony Cox, Steve Mays, Hugh Huggins, Charlie Bradshaw, Mike Hill, Marilyn Fore, Billy Huggins, Julia Singleton, Helen Benso, Bryan Lewis, O'Neil McCoy, Bill McGonigal, Ted Fortenberry

Guests: Steve Brakefield, Terrance Herriott, Tim McCray

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

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

Jim Creel called the meeting to order. The August 18, 2015 meeting minutes were then approved.

Susan Phillips discussed the chamber's partnership with the Myrtle Beach Marathon. Steve Brakefield thanked the chamber for continued support of the marathon as well as funding for marketing efforts to assist with promotion for the 2016 marathon.

Terrance Herriott and Tim McCray proposed the development of a Business Diversity Council. Diana Green discussed possible programming efforts, community partnerships and education & networking opportunities should the board decide to form the new council.

Division Summary Reports

Jim Wrights 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 21 new member prospects and asked the board to review the new slate of members as presented. After board review, Murph Fore made a motion to approve the proposed new members. Hugh Huggins seconded the motion and it was then approved by all board members present. Radha then reported renewals total \$721, 835 which is 95% of the goal with 164 members left to renew. Lastly, she reported that as part of our partnerships with the MBAHA, SCRLA and GSBA, we have billed \$132, 182 on their behalf.

Hugh Huggins reported for the Young Professionals Council recapping the Kinkin' It For Charity Kickball Tournament and stated the council is still taking donations for the Subs For Santa event.

Brad Dean discussed the concept of the MBACC forming a Business Diversity Council. After further board discussion, Helen Benso made a motion to form the Business Diversity Council. Carla Schuessler seconded the motion and it was then approved by all board members present.

Phil Vassar reported for the Marketing Council stating the 60 More Days of Summer Fall "Relax & Unwind" promotion is running in nearly 40 markets and will run until October 31st. For the month of August, VisitMyrtleBeach.com generated 830,601 unique visits and 669,646 referrals. August 2015 PR was \$23.1 million in advertising value & 282 million impressions. YTD comes in at \$131.6 million, exceeding 2015 annual goal of \$125 million. Susan Phillips discussed a new culinary tourism program and showed TV clips from the recent AMHQ/The Weather Channel show.

Steve Mays reported for the Advertising & Publicity Council stating they discussed possible enhancements to the 2017 visitor guides. The Committee also discussed the formation of a Top Deals e-newsletter highlighting specific property deals that would link to the advertiser websites and count as a referral.

Mike Hill reported for the Legislative Policy Council providing a recap of the meeting with Attorney General Alan Wilson. He also stated the council's next meeting will be held on Sept. 16th.

CEO Report – Brad Dean

- Reviewed the recent Human Rights Commission Meeting regarding efforts to work with the MBACC & CCU to promote positive race relations.
- Briefly reviewed the upcoming board planning session agenda.
- Discussed upcoming focus groups to be held in Charlotte and invited the board to attend if interested.
- Discussed the MBACC Scholarship Committee associated with the MBACC Foundation and invited board members to participate on the committee to review scholarship applications.
- Discussed possible revision of the bylaws related to diversification of the board nomination format. He stated staff will present alternative language to consider in an upcoming meeting.

2016 Board of Director Nominations

Ted Fortenberry reviewed the 2016 slate of proposed incoming board member nominees brought before the board by the Nominating Committee. Phil Vassar made a motion to accept the proposed slate of nominees. The motion was seconded by Mile Hill and was then passed by all board members in attendance.

Election of 2016 Chairman

Jim Creel, Jr. asked for a motion to open the floor for nominations from the board of directors. O'Neil McCoy made the motion, it was seconded by Helen Benso and approved by all board members present. Todd Setzer made a motion to nominate Radha Herring for 2015 Chairman. Carla Schuessler seconded the motion and was then approved by all members present.

Chairman Report – Jim Creel

- Reminded all of the upcoming reception for the House Freshman Caucus on September 17th.

Directors Comments

- None given

A motion was made to adjourn the meeting.

/kor