

**Board of Directors Meeting Minutes**  
**Chamber's Boardroom**  
**September 20, 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, Kenny Generette, Hugh Huggins, Alex Husner, Julie Kopnicky, Todd Setzer, Julia Singleton, Sabena Dayton, Terrance Herriott, Billy McGonigal, Phil Vassar

**Guests:** Michelle Kerscher, Buzz Plyler, Olivia Elswick, Ken Sandiford, Austin Cox, Josh Holford, Rachel Ammon, Michelle Schmalfeldt, John Krajc, Mark Lazarus, Bill Jones, Alan Clemmons, Ryan Moore

**Staff:** Brad Dean, Kathy Richardson, Cindy Gettig, Diana Greene, Jim Wright, Scott Schult, Kim DaRoja, Ursula Grant, Mikki Walls, Seth Holek

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

Radha Herring called the meeting to order. The August 16, 2016 meeting minutes were then approved. Radha then asked all Leadership Grand Strand attendees to introduce themselves.

Mark Lazarus provided an update on Ride 3 efforts and potential funding options for I-73. Brad Dean discussed the development of a Ride 3 Campaign in support of its passage. Alan Clemmons expressed support of the Ride 3 effort and thanked the County for all of their work thus far.

Michelle Kerscher and Buzz Plyler provided a recap of this year's Sun Fun Festival and discussed their plans for the 2017 event. They also asked for the chamber's continued support in their use of the name for their event. Phil Vassar made a motion to support their continued use of the Sun Fun Festival name in 2017. The motion was seconded and approved by all board members present.

John Krajc and Billy Jones spoke on behalf of the 5 Points Association discussing their upcoming City Market event on September 24<sup>th</sup>. They also asked the Chamber for continued support of their Christmas lights displays.

Kim DaRoja presented Ursula Grant and Mikki Walls with the Chamber's second quarter Stellar Performance Award.

**Division Summary Reports**

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

Todd Setzer reported there are 30 new member prospects. He asked the board to review the 30 prospects as presented. After board review, a motion was made to approve those 30 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. Todd also congratulated the Chamber on their recent ACCE recognition.

Terrance Herriott reported for the Business Diversity Council providing a recap of their very successful recent business diversity mixer.

Hugh Huggins reported for the Young Professionals Council providing a recap of the Kickin' It for Charity kickball tournament reporting that their collections exceeded last year. Hugh also reported that Kema Faulk will attend the LeadSC Summit.

Alex Husner reported for the North Strand Council providing an update on the recent North Strand Council meeting.

Radha Herring reminded all of the upcoming Business After Hours events at The Printing Port and Habitat for Humanity.

Phil Vassar reported for the Marketing Council providing an update on the fall campaign. Scott Schult discussed recent search demand for Myrtle Beach and competing destinations. Brad Dean stated that discussions on new CVB models during the board planning session.

Tony Cox reported for the Legislative Policy Council stating The SCRLA attended the last meeting and discussed their proposed legislative initiatives for the coming session and asked for feedback from the MBACC. Brad Dean also provided details on the Ride 3 campaign and the I-73 permit process.

#### **CEO Report – Brad Dean**

- Discussed an upcoming trip to D.C. with representatives from the City of Myrtle Beach and County officials to discuss beach renourishment.
- Provided an update on the FEMA flood map issue discussing the County's appeal.
- Discussed efforts to secure future sporting events related to the ACC and NCAA.
- Provided an update on the status of hiring for the EVP of Finance, Director of Marketing and discussed restructuring of the Group Sales division.
- Reported that \$7M in grant funding has been allocated in the State budget the Chamber's operating budget is looking very favorable going in to 2017.
- Discussed the Chamber's recent submission of an Amicus Brief related to the Hilton Head Island's recent legal proceedings.
- Discussed a factual documentation document related to a local blogger.

#### **Chair Report – Radha Herring**

- None given

#### **Past Chair Report – Jim Creel, Jr.**

- None given

#### **Directors Comments**

- Marilyn Fore discussed HGTC's upcoming event for school's 50<sup>th</sup> anniversary.

*A motion was made to adjourn the meeting.*

/kr