

**Fulfillment Committee Meeting
September 8, 2015**

Committee Attendance: Ross Martin, Julia Singleton, Donald Hovis, Candace Howell, and Lori Lampo

Staff: Scott Schult, Johanna Hodge and Colleen Balzotti

Call to Order – Ross Martin at 2:30pm

Approve Minutes – Minutes from previous meeting on April 22 were approved. Donald Hovis made motion to approve, seconded by Candace Howell.

2016 Cover Designs – Scott Schult provided the committee with an overview of prior consumer research findings and feedback specific to our print marketing projects. Also for 2016 the digest guide will have two versions for the front cover one each for in-market and out of market. Based on the research, Colleen Balzotti then provided the committee with several cover options for the 2016 Official Myrtle Beach Area Visitors Guide (options for both the digest and in-room versions were reviewed). The committee selected and approved front cover photos and overall design for each guide, as well as inset photos for the back covers of each guide.

Meeting adjourned – 3:40pm

/jh