

Board of Directors Meeting Minutes

Chamber Boardroom

September 17, 2019 - 9:00 am

Attendees: Larry Bond, Stuart Butler, Ralph Byington, Mike Hagg, Radha Herring, Cindy Hull, Alex Husner, Matt Klugman, Steve Mays, O'Neil McCoy, Ryan Moore, Monty Morrow (by phone), David Nelson, Jim Powalie, John Rowe, Robert Stinnett, Tom Tse

Absent: Jamie Broadhurst, Nora Mason, Billy McGonigal Ken McKelvey, Sarah Miles, Carla Schuessler, Richard Singleton, Ryan Swaim, Ben Vukov

Guests:

Staff: Karen Riordan, Cindy Gettig, Jimmy Gray, Scott Schult, Randy McKeel, Bob Harris, Diane Charno, Rebecca Edgar

Call to Order / Approval of Minutes

Matt Klugman, Chairman, called the meeting to order at 9:05 a.m.

The August 20, 2019, meeting minutes were reviewed. John Rowe made a motion to approve the minutes as presented. Jim Powalie seconded the motion, which passed upon a unanimous vote.

Division Summaries

Finance:

John Rowe reviewed the consolidated financials and statement of activities, noting that YTD total revenues are up \$4.8M over 2018. CVB expenses continues to operate below budget. Total cash is at \$10.9M, which is a positive variance of \$1.7M over the last year. Reserves remain healthy.

Business Development:

O'Neil McCoy presented 11 new member investors for approval. Upon a motion made by Jim Powalie and seconded by David Nelson, all 11 new members were unanimously approved.

The Grand Strand Young Professionals and Business Diversity committee reports are included in the packet for the present meeting.

Marketing:

Steve Mays reported on the 2020 TIP program participation. Sales are down 17% from 2018. New digital only packages will be available in the fall. The final report from MMGY for brand repositioning will be forthcoming in early 2020. The next Marketing Council meeting will take place on October 2, with a focus on 2020 marketing goals.

On August 22, 2019, an E-vote was taken to allocate \$600,000 of restricted reserves to fund the fall marketing campaign, which was unanimously approved.

O'Neil McCoy made a motion to ratify the Board E-vote allocating \$600,000 of restricted reserves to marketing for the purpose of funding the fall campaign. Seconded by David Nelson, the motion passed unanimously.

Advocacy – Jimmy Gray

The next Advocacy Council meeting will be on Monday, October 21. There will be a presentation from the SC Chamber CEO and the Council will vote on the approval of the MBACC 2020 Legislative Priorities.

Upcoming events include a reception honoring the South Carolina House GOP Caucus on September 19, Legislative Luncheon on October 2, the 2019 House Freshman Caucus Retreat on October 10-13, Surfside Beach Town Council Candidate Forum cohosted by the Chamber on October 17, and municipality elections on November 5.

Nominating Task Force

The slate of 2020 incoming Board of Directors nominees was presented and approved at the meeting on August 20. The list was sent to the membership for the 30-day input period. The slate is now presented to the Board for a final vote to ratify the candidates. Upon a motion made by Mike Hagg and seconded by Alex Husner, the slate of incoming 2020 Board Members was unanimously approved. The incoming 2020 Board Members are:

- 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's Healthcare
- Jory Taylor, Edward Jones
- Alicia Thompson, McNair Law Firm

CEO Report

The Data Analytics RFP Task Force heard presentations from the three chosen finalists and unanimously voted for the lead company. Karen Riordan is negotiating a contract with the firm and will present the final agreement at the next Board meeting for ratification.

Upon a motion made by O'Neil McCoy and seconded by Steve Mays, the Board unanimously voted to approve the contract with Soto Sawyer Wealth Management Group at Merrill Lynch as the MBACC 401K Safe Harbor Plan administrator. John Rowe informed the group that the Finance Review Committee has reviewed the contract and is in full support of moving forward with Soto Sawyer Group.

There will be no Board meeting in October. The next meeting will take place during the Board Retreat in November. Ms. Riordan briefly reviewed the retreat itinerary and reported that MMGY and NP Strategy will join the group for 2020 planning.

The South Carolina Floodwater Commission Horry County Day of Service will take place on November 8th at 4 sites around the county. Businesses are encouraged to send employees for assistance. There is a link on the county website for volunteers to register for participation.

The coalition of area Chambers of Commerce is working with the local Human Trafficking task force to educate Chamber leaders on the scope of the problem in the Grand Strand and what can be done to bring awareness to area businesses. Each Chamber participating in the effort will be represented by 2 respective board members as part of the initiative.

Chair Report

Matt Klugman opened the floor for nominations or volunteer candidates for the 2020 Board Chair position. Steve Mays volunteered for the seat and there were no further nominations from the group.

Mike Hagg made a motion to appoint Steve Mays as the Myrtle Beach Area Chamber of Commerce 2020 Board Chair. Seconded by John Rowe, the motion passed upon a unanimous vote.

Adjourn

Motion to adjourn at 10:20 a.m.

/re