

# Board of Directors Meeting Minutes

## Chamber's Boardroom

### September 18, 2017 ~ 9:00 a.m.

**Attendees:** Todd Setzer, Carla Schuessler, Alex Husner, Patrick Norton, Ryan Swaim, Jim Powalie, Matt Klugman, Nora Mason, Kenny Generette, Billy Huggins, Cindy Hull, Richard Singleton, Radha Herring, Sabena Dayton, Terrance Herriott, Ken McKelvey, John Sawyer, Julie Kopnick, David Nelson

**Guests:** Todd Wood, Jamie Sullivan, John Krajc, Ray Heider, Steve Chapman

**Staff:** Brad Dean, Cindy Gettig, Diane Charno, Diana Greene, Amy Villasenor, Kathy Richardson, Seth Holek

#### Call to Order

Todd Setzer called the meeting to order. The August 15, 2017 minutes were then approved.

Ray Heider spoke on behalf of the Long Bay Symphony discussing the organization's economic impact on the community. He also thanked the Chamber and community for their ongoing support of the arts. Todd Setzer also presented Mr. Heider with a plaque in celebrating Long Bay Symphony's 30<sup>th</sup> anniversary.

John Krajc spoke on behalf of the 5 Points Association discussing their upcoming event; Mistletoe Market on December 12<sup>th</sup>. He also asked the Chamber for continued support of their Christmas lights displays.

Jamie Sullivan spoke on behalf of SOS Healthcare discussing the organization's work related to autistic children and adults and asked for community support to help fund their building project that would provide housing for the autistic community.

Todd Wood presented on behalf of Impact Ministries discussing their scope of work in the community and their partnership with the City of Myrtle Beach related to the J1 students program. He also asked the Chamber for support in their purchase of the 1<sup>st</sup> Presbyterian Church location on Business 17.

Steve Chapman spoke on behalf of the Grand Strand Business Alliance discussing the upcoming November elections.

#### Division Summary Reports

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

Carla Schuessler reported there are 24 new member prospects and asked the board to review the slate of members as presented. After board review, Terrance Herriott made a motion to approve the proposed new members. Ken McKelvey seconded the motion and was then approved by all board members present.

Diane Charno presented on behalf of the Marketing Council stating the fall campaign is going strong and has been amplified following Hurricane Irma, including advertising on Weather Channel, increasing PR and media hosting, and on the road with our Mobile Welcome Center. Diane also reported the Chamber will be in Kentucky this weekend for the VisitMyrtleBeach.com 300 and Carla Schuessler will be the Grand Marshal.

Billy Huggins presented on behalf of the Legislative Policy Council stating the next LPC meeting will be held on Tuesday, October 24<sup>th</sup> when we'll host the SC Chamber for their annual Grassroots meeting.

Brad Dean discussed the proposed CVB marketing programs for golf and campgrounds. After board discussion, Terrance Herriott made a motion to approve the CVB marketing programs for golf and campgrounds. Ken McKelvey seconded the motion and was then approved by all board members present.

Brad Dean discussed a documentary related to Charlie's Place that is currently in production and recommended the Chamber make a contribution to the effort. Ken McKelvey made a motion to donate \$2,000 toward production efforts for the documentary about Charlie's Place. Julie Kopnicky seconded the motion and was then approved by all board members present.

#### **CEO Report – Brad Dean**

- Discussed post Hurricane Irma efforts regarding messaging and disaster recovery funding.
- Reviewed the upcoming Board Planning Session agenda.
- Provided an update on the Automatic Stay Bill stating it should be taken up in the 2018 session and thanked the local Delegation for their efforts to pass the bill.

#### **Chair Report – Todd Setzer**

- Invited the board to an Oyster Roast at his home on November 2<sup>nd</sup>.

#### **Immediate Past Chair Report – Radha Herring**

- None given

#### **Directors Comments**

- None given