

Business Development Committee - Meeting Minutes – Feb. 08 2022

Members present: Alberto Semedei, Amy Stevens, Alison Roark, Amie Hayes, Brandyn Miller, Colleen Balzotti, Dakota Bryant, Dr. Lynn Bulloch, Gina Trimarco, Jeffrey Wisniewski, Julie Sluss, Kim Fowler, Patrick O'Donnell.

Staff present: Cindy Gettig, Amanda Bailey.

The meeting was called to order at 3:02 p.m.

Welcome & Introductions: Alberto Semidei

Alberto introduced himself, his background, and the excitement he has for the growth of Myrtle Beach. Amy Stevens introduced herself, discussed her background and excitement to serve on the Business Development Committee once again. All committee members and staff introduced themselves.

HGTC Technology Intern Opportunities: Colleen Balzotti

Colleen gave a presentation on two programs HGTC offers: Computer Technology & Digital Arts. This is a comprehensive two-year program. She explained the various subjects the student's study while in these programs. Some of the courses are cyber security-networking, firewall protection and protecting cyber-attacks. HGTC students study programming and different programming languages, networking systems, computer architecture, and IT for both small businesses and public & private corporations. The program includes a mandatory internship that must be taken either their first year or second year; it's optional as to which year they take it. The internship opportunities vary and are offered during the spring and summer semesters. Students must complete one-hundred and fifty hours to pass the internship program. The average work schedule is fifteen hours per week. The hours must work around the student's schedule since they are still taking other classes as well. The internship must be paid. Colleen discussed her digital arts background and her twenty-one years of experience in the field, sixteen and a half of those years being at the Myrtle Beach Area Chamber of Commerce. This program teaches you fundamentals for digital arts but also provides real world experience for the students. The students are well versed in all Adobe software's. Colleen displayed artwork students had created. They not only create abstract items, but normal day to day items like business cards. The second year teaches the fundamentals of multimedia tech-video and social media. The presentation showed a video that one of Colleen's students created; "A Day in the Life of a Business Owner". It took us through her daily routine and what her job looked like from morning to night. If businesses don't need or have funds for a full-time intern, they can pitch their

business projects to the HGTC Digital Arts and Computer Technology staff and the staff will choose a student to work on their project for them.

Committee Packet Overview: Cindy Gettig

Cindy reviewed the business development packet. She provided an overview of the work that the chamber does. The chamber is a membership organization that has twenty-three hundred businesses and nonprofit organizations. Cindy provided a division overview and described the staff's tasks briefly. She discussed the various programs we offer. The Business Development committee will have various items throughout the year to vote on. This may be things that members would like to start, for example, new affinity programs. An overview of the purpose of the committee was given. The purpose is to oversee programs and services designed to benefit the chamber investors and businesses. Another task the committee completes is reviewing the chamber member survey that's given to all members. This survey lists different tasks they would like to see continued. The committee member page was displayed, Cindy asked if any changes are needed to email Amanda and she will make the changes. The organizational chart was also reviewed.

Business Development Division Updates: Cindy Gettig

Cindy discussed the various events going on throughout the year. The Legislative Reception will be February 15th and a bus is provided for anyone that would like to attend. The Annual Meeting is scheduled for April 21st and will be located at the Marriott. Nominations for the Annual Meeting are now open. Volunteer of the Year Celebration will be May 12th.

COVID Update: Amy Stevens

Amy introduced herself and described the history of Tideland's Health. She expressed the ups and downs of COVID and how the numbers have reflected that. January was a rough month with a record number of hospitalizations. There were more patients in the hospital in one day than ever before; fifty-eight COVID patients were hospitalized on January 21st. Today, February 8th, there are twenty hospitalizations, which is a major decrease from previous numbers. Most people hospitalized are either not vaccinated or vaccinated but not boosted. Horry & Georgetown counties outperform the state in vaccinations. Fifty three percent of the state is fully vaccinated. Horry County has fifty eight percent vaccinated, which is fifth in the state while Georgetown is sixty three percent vaccinated and second in the state. Models show we are coming out of the recent surge and there could possibly be another surge at some point. The severity of the disease has lessened.

Meeting adjourned at 3:48pm