

## Business Development Committee - Meeting Minutes – Feb. 9 2021

**Members present:** O'Neil McCoy, Brenda Tringali, Sherri Crawford, Kristen Saurini, Blakely Roof, Christy Chestnut, Theresa Strong, Meredith Donahue, Mike Clark, Peter Gasca, Mara Love, Cecilia Evans, Tony Troiani.

**Staff present:** Cindy Gettig, Amanda Blomquist, Shannon Furtick.

**Others present:** West Long, Clever RX, John Sheehan, Seneca Salamanca Chamber of Commerce.

**The meeting was called to order at 3 p.m.**

O'Neil welcomed the committee members.

Cindy Gettig went through the orientation packet. Asked council to check their contact information and send any changes to [Amanda.Blomquist@visitmyrtlebeach.com](mailto:Amanda.Blomquist@visitmyrtlebeach.com).

West Long, with Clever RX, presented a new affinity program for council approval.

Clever RX is a prescription drug program with a revenue sharing potential of 35 cents per filled subscription for the chamber.

John Sheehan uses the program at Seneca Salamanca Chamber of Commerce and said it has been a good and profitable program.

The chamber will have access to a dashboard that doesn't show any patient info, but shows amount saved on prescription cost and how much revenue is generated for the chamber.

McCoy asked how it works. Long said it's related to group purchasing at the manufacturing level. Not all prescriptions will qualify. It doesn't compete with insurance and is meant for the entire community to use.

Mike Clark asked where the card would work. Long said the cards will work at pharmacies listed on it, but people can use the app or website to check their prescription and print vouchers.

Cindy lets them know Clever RX would become member if this is approved.

Clark moved to approve Clever RX as an affinity program. Kristin Saurini seconded. All approved.

Gettig said the board will now vote to accept the program.

Gettig shared upcoming events with the council. Amanda Blomquist encouraged them to submit nominations for Annual Meeting awards.

**The meeting adjourned at 3:55 p.m.**