

Business Development Committee - Meeting Minutes – Aug. 17 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: Travis King, Julie Golden, Tim McCray.

The meeting was called to order at 3:03 p.m.

O'Neil welcomed the committee members.

Apprenticeship Carolina presented to the group.

Travis King told the council about the Apprenticeship Carolina program.

Businesses need to have a scalable wage progression, supervised on-the-job training and job-related education.

Julie Golden told the council about grants with the US Department of Labor that allow HGTC to provide educational components. If the programs already exist, the person just goes through the program. If the program doesn't exist, Golden says there are still often solutions.

Carolina Cool participates in apprentice programs. Tony Troiani said it's been very beneficial for Carolina Cool and is easy to implement. He said there's not a lot of avenues to find new technicians, so training in house is important. He said it costs about \$100,000 per apprentice, so these grants really help the business.

The committee was invited to attend an apprenticeship event in September.

Minority Business Activities presentation by Tim McCray.

Tim McCray talked to the committee about minority business pop-up shops. He wants the chamber to partner with Myrtle Beach Connect.

Cindy Gettig asked who would be doing the work? McCray said Myrtle Beach Connect would.

The committee said they wanted a more detailed service agreement or contract proposal to better understand the obligations and expectations of the chamber before moving forward.

New MBACC Logo

The committee was shown the new chamber logo which shares some design elements when the new Visit Myrtle Beach logo, meant to be a visual representation of the relationship between the brands.

The committee liked the feel of the logo, that it was similar to Visit Myrtle Beach, and the overall direction. They felt the words "chamber of commerce" were lost in the design and suggested changing

the font, removing a wave line, moving a line, or changing a color of the line to make that more visible. The committee also wanted to see an all black and all white version of the logo.

The committee will be emailed a revised logo and will vote by email.

COVID Update

Amy Stevens was unable to attend the meeting but sent an update on COVID-19 for Tidelands Health.

In short, we're back at peak surge.

Today, we have 52 COVID-19-positive patients in our Tidelands Health hospitals. Of those, 47 are not fully vaccinated, and five are fully vaccinated. A total of 13 COVID-19-positive patients are in ICU, and nine are on a ventilator. We have zero fully vaccinated COVID-19-positive patients in ICU or on a ventilator. Our hospitals are 110 percent capacity, with our ICUs at 112 percent capacity.

Chamber Updates

Gettig told the committee about upcoming events: the BMW Supplier Diversity Conference, the next EVOLVE Series class.

The meeting adjourned at 4:30 p.m.