

## Business Development Committee - Meeting Minutes – Nov. 17 2021

**Members present:** O'Neill McCoy, Amy Stevens, Mike Clark, Cecilia Evans, Peter Gasca, Will Hackler, Mara Love, Kristen Saurini, Brenda Tringali, Tony Troiani.

**Staff present:** Cindy Gettig, Amanda Bailey, Amanda Blomquist.

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

HTC Aspire Hub:

Speaker: Peter Gasca

Four years ago, the Myrtle Beach mayor requested a technology advisory group to provide feedback on technology, innovation, and entrepreneurship. Jason Green, Executive Director of Habitat for Humanity founded Startup.SC which evolved into CoworkMYR. This group is based on developing and promoting entrepreneurship within the Grand Strand. Their goal is to attract successful entrepreneurs to bring jobs to Myrtle Beach and provide office spaces to remote workers. CoworkMYR is located near the Grand Strand Brewing Company, this placement is strategic in growing and revamping this area within Myrtle Beach. John Sanders is the Chairman of the Grand Strand Technology Council and has sponsored CoworkMYR. Two and a half years ago, eMYRge was developed and they established the CoworkMYR space in downtown Myrtle Beach. eMYRge is a non-profit group that will manage the cowork space and HTC is the partner. Their goal is to have this space finished by the end of December for remote workers to have an office space to collaborate with other entrepreneurs in the same environment. The building will be open twenty-four hours a day and it will be passcode protected.

Question: Gettig - Is it a yearly membership?

Answer: Gasca - There are different options for individuals to purchase. The committee is currently working on pricing and daily rates. The goal is to keep it affordable in order to attract individuals to come to the workspaces.

Question: O'Neil M. to Gettig - Were the chamber leaders able to visit any cowork spaces in Greenville while on their trip last week?

Answer: Gettig - They were not able to visit any spaces, but on the walking tour they were able to see where the spaces were located and learn more about them. Greenville has embraced cowork spaces and done well with it.

Winter Wonderland at the Beach:

Speaker: Cindy Gettig

Cindy presented the VisitMyrtleBeach.com website holiday page to the committee. Winter Wonderland at the Beach opens on Friday, November 26<sup>th</sup> and goes through January 2<sup>nd</sup>. There has been a great

amount of collaboration between the Myrtle Beach Chamber and the City of Myrtle Beach. The goal is to have this be an annual festival that includes various vendors. This event will be held at the Burroughs & Chapin Pavilion. There will be Christmas lights along with outdoor ice skating. The tickets will be \$7 for adults, \$5 for kids, and kids under 3 will be free. The CVB created a webpage called Holidays at the Beach, which is a holiday guide listing all things holiday during the season. It includes attractions, shows, and various things to do in Myrtle Beach around the holidays.

Question: Mike Clark - Is it 7 days a week?

Answer: Gettig - Yes, 7 days a week (Monday-Friday 3-9p) & (Saturday-Sunday 12-10p)

Question: Gasca - Is it an outdoor ice-skating rink?

Answer: Gettig - Yes, the city is currently working on the rink.

#### COVID-19 Update:

Speaker: Amy Stevens

We are currently coming out of the Delta surge, in August the COVID-19 inpatient number was in the fifties and sixties. It is currently down to nine inpatients. We are beginning to get back to normal and Tideland is now able to start scheduled surgeries back that were put on hold because of COVID-19. The current models show there will likely be another surge coming in January or February after the holidays. Tideland is closing in on one-hundred thousand doses of vaccinations given. Horry-Georgetown is the top in the state for rate of vaccinations; Georgetown is second in the state. Sixty-six percent of eligible residents are fully vaccinated in Georgetown and sixty-three percent are fully vaccinated in Horry County. These percentages translate to about one-hundred and twenty thousand individuals. Five- to eleven-year-olds are now allowed to be vaccinated. The hospital is continuing regional vaccination sites. There are special vaccine events for kids on Thursday evenings. The vaccine areas are colored differently for adults and kids in order to easily differentiate the two vaccine areas, since kids get a lesser dose.

#### Chamber Updates:

Speaker: Cindy Gettig

The chamber logo has been approved; we are working to update it everywhere the logo is listed. This includes social media and the website, as well as any additional areas the logo is. The chamber's goal is to have in-person new member orientation, also called Chamber Access. Many are still not attending events and meetings in-person. The reasoning could be some do not have the time to take off work in order to go through the orientation. The team created a new member video as the solution for individuals that cannot attend. The video explains how to register for an event, navigate the chamber website, how to login with their member login. Video was played by Gettig The goal is to add additional videos for members to have. Next year a non-profit council will be created. This group's purpose is to educate non-profits, provide networking opportunities, and brainstorming. This will be an educational committee and will not vote on chamber details. Events will most likely be included with this group. Shannon Furtick will be the liaison and we are currently working on the details. The group will most

likely meet four times a year. The North, South, and West of the Waterway councils will be removed next year. We will still have events and do everything like normal, there just won't be an area council.

Question: Cecilia Evans - The City of Myrtle Beach is creating a committee that will work with the Homeless Coalition. I want to make sure we do not duplicate the same council.

Answer: Gettig – We will work together in order not to duplicate. The chamber's committee will be more of a broader scope of non-profits, that includes art non-profits.

Other Business: None

Mike Clark moved to adjourn. Kristin Saurini seconded. All approved.

**The meeting adjourned at 3:52pm**