

Business Development Committee Meeting - Meeting Minutes – November 08, 2022

Members Present: Alberto Semidei, Amie Hayes, Ellen Hayward, Brandyn Miller, Alison Roark.

Staff Present: Cindy Gettig, Amanda Bailey, Danette Patton.

Meeting called to order at 3:00 p.m. by Alberto Semidei

DEI Initiatives Update: Danette Patton

Cindy introduced Danette to the council. Danette is currently reaching out to minority owned business investors and non-investors. She has mentioned possibly sending another survey to the individuals who completed the first minority owned business survey to learn more about their concern and hesitations towards the chamber. She also wants to introduce herself to them via email. She's trying to learn from non-investors what they do know about the chamber and the benefits. Wants to begin with focus groups that will reach out to the minority owned businesses and learn why they may have distrust towards the chamber. The focus groups will be a bridge between the business and the chamber. You want to look at marginalized groups based off an equity point of view versus equality. Her goal is to have four in house workshop trainings. She is trying to become more involved with the community and the many events happening. She also wants to collaborate DEI initiatives with the events already taking place at the chamber. Cindy mentioned during last week's DEI meeting, EVOLVE was discussed and the hope is to have one facilitator for the entire series. The goal is to have each class build upon one another. A certificate of completion will be offered again for next year's series. Most businesses would have to pay for the DEI trainings we offer, so this is an added value for being a chamber investor. Danette said she has done a lot of drop ins to connect personally with the managers and speak with them directly if possible. Each month a heritage will be celebrated. Hispanic Heritage month was the first to be celebrated and we had two different minority owned businesses provide food to the chamber staff. Tu Taco and Punta Cana were the food sponsors for this month. The owner from Punta Cana talked with staff and explained his journey and reasoning for creating his business. He also discussed what the chamber means to him and expressed his thankfulness for the support he's already been given. For Native American history month, we would like Chief Hatcher to speak to the chamber and discuss more about their history and why it's important to Myrtle Beach and how we can support them. For Black History month Danette would like to go to Freewoods Farm and learn more about the history there. She wants to have Gullah Geechee artwork displayed in the chamber lobby, as well as baskets on display. Alberto asked how many minority businesses we have in the area and is there a way to track how many minority owned businesses we have as chamber investors. Cindy said we can track if a business is a minority owned business, but it is up to them to select if they are. The data is not completely accurate because a business may be minority owned but may not have stated they were. We found through the survey responses that women do not think they

are a minority, as well as veteran owned businesses. Amy mentioned a great point, the way minorities were marketed in the seventies and eighties they were only ethnic races and not women and veteran owned. We want to promote the importance of identifying as a minority owned business and the benefits that come along with that. Amie mentioned she would like to see Myrtle Beach's history shown more because we have a lot of history here. Alberto suggested starting with promotion and educating.

MBACC Updates: Cindy Gettig

Subs for Santa is coming up on December 6. Caroline still needs a few more volunteers to shop with a kid. Registration is open on the website. Alberto asked what Subs for Santa was. Cindy explained it's a program that's happened for many years that provides a Christmas experience for a kid that otherwise may not have one. There will be one hundred and fifty students participating. They are paired up with an adult and we go to the Fun Warehouse and eat and play, then we go to Walmart in Surfside Beach to Christmas shop. Each kid is given a \$100 gift card to shop for whatever they would like. We provide a swag bag that includes household items and necessities, so that they are spending their money on toys and things they want instead of necessities. A swag bag includes things like toothpaste, toilet paper, blankets, toothbrushes, etc. We also have the Member-to-Member expo coming up in January. It will be held on January 19 and the theme is Favorite Decade. The Legislative Reception will be in Columbia and will be on February 15th.

CCU Internship Opportunities Update: Ellen Hayward

Ellen is the Director of Wall College Career Services & Professional Development at Coastal Carolina University. She wanted to discuss internship opportunities that CCU offers and how local businesses can partner with CCU. Cindy gave a personal example of a CCU intern that Business Development had. Because of the great work he did, Cindy was able to connect him with a business owner she knew to get him a job. Alberto also attested to the great success they've had with CCU interns. Every major at Coastal can have offer interns. Although some majors require internships, a student from any major can do an internship. Some of the majors that require internships is Hospitality, Kinesiology, Sports Management which offers two different intern options, and General Management. There is an entrepreneurial track, this allows interns to be paired with a small business to learn the responsibilities of owning a small business. It is encouraged to pay the interns but is not required. It is highly suggested, and the company has better results if they pay their intern. The internship is supposed to be a learning experience. Each major requires a different number of hours to be worked. The minimum is 60 hours and the highest is around 400 hours. 40 hours a week would be full time. Most students work 12-15 hours a week. Every business is different and needs certain things, the hours will vary based off the needs of the business. Job shadows are also offered for students. This helps if a business cannot afford an intern but wants to help teach a student some things about their business. Alberto said the paid component has changed since COVID and with staff shortages. Students can have more options

than they did before and allows them to find a better paying internship. Ellen said students are surveyed on their internship experience at the end. This allows for them to know if the student were able to learn anything from the company and if CCU wants to continue working with that business. Brandon asked what the requirements are to set up an internship program for a business. Ellen explained that it doesn't have to be an elaborate process, some businesses have an internship program set up with CCU and some just reach out if they need an intern for something. To acquire interns, it's best to select a specific area instead of just putting a general job post out there in hopes an intern will want to join your team. The intern program Coastal offers is free for businesses to use. They also help you with creating job ads. Amie asked what should be put in an ad to acquire an intern. Ellen said it depends on the job, accounting and finance majors are going to want to know the internship pay. They know they are valued and can go anywhere, so it's more competitive. Other areas may want to know more about the experience and what they will learn at your company. The biggest thing is to make sure the intern is getting a comprehensive learning experience. Timing is also important because students have leases that will end. So, if you need a summer intern, you need to post the job ad in February instead of May because that will give the intern time to extend their lease and secure other details. This is very important in keeping the students here, instead of them going home and allows you to acquire an intern for your available position.

Other Discussion Items: All

Meeting adjourned at 3:53 p.m. by Alberto Semidei