

Business Development Committee Meeting - Meeting Minutes – August 09, 2022

Members Present: Alberto Semidei, Amy Stevens, Kim Fowler, Amie Hayes, Brandyn Miller.

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

Meeting called to order at 3:05 p.m. by Alberto Semidei

Introduction of Danette Patton, Director of Diversity, Equity & Inclusion: Cindy Gettig

Cindy introduced Danette and noted that it was her third week at the chamber. Asked her to introduce herself and discuss items she will be working on. Mentioned she was from Cedar Rapids, Iowa and had an educational background at a small liberal college. Danette she is currently working on training, meeting chamber staff and outside affiliates. She looks forward to getting to know everyone and learning more about what's outside of the chamber!

MBACC Updates: Cindy Gettig

On August 25 there will be a Hurricane Forum at Horry Georgetown Technical College. Covid prevented the chamber the last few years from doing this event. We feel it's important for our investors to be prepared for the hurricane season. We'd like to continue to grow this event and evolve it with new elements. The panelist include: Ed Piotrowski, Randy Webster, Rick Maxey and will be moderated by Alberto Semidei. Something that was added is disaster relief businesses can purchase a table for \$25 to show investors how they can be beneficial if disaster does strike.

The women's event will be held on October 13th at the Sheraton-Myrtle Beach convention center. This is the first women's event the chamber has held. One of Business Development's strategic goals was to add one additional event that involved women. We felt this was very important to add! This will be a full day conference with speakers and breakout sessions. Breakfast, lunch, and cocktail reception will be included. The final details are being completed now. Sponsorships are available. Cindy thanked Tideland's for their presenting sponsorship for the conference. Exhibiting space and program ads will be available for purchase. The hope is to build on this first event and make it bigger and better each year! Cindy encouraged everyone to attend and if they couldn't, share the event information with their networks. In addition to doing the conference, we want to look at additional events and things we can involve women in throughout the year. We will have a women's council that will be added after this event for 2023.

The Partnership Grand Strand Foundation is hiring and there are four positions available. All information is available on the website. Cindy encouraged everyone to share this information and send them to the website to apply for the positions.

EVOLVE will have its third class for DEI on September 20 at 9 a.m. Dr. Robert Wallace, Webster University will discuss DEI Vocabulary Basics.

Myrtle Beach Area Hospitality Association Updates: Alicia Thompson

Alicia introduced herself, she was hired in March. She shared with the committee what was going on within the Myrtle Beach Area Hospitality Association. She began discussing the basics of what MBAHA is and how they serve the community. They are a trade organization that supports the Grand Strand hospitality industry. It is a nonprofit corporation that's separate from the chamber and consists of thirty board members. The association consists of over five hundred organizations that include representation from all hospitality industries across the Grand Strand. They provide several functions separate from the chamber. The main events coming up are the hospitality golf tournament on September 9, Trio dinner and Farm to Table event. The main objective for this association is to provide training and support for Human Resource related functions. For example, lifeguard training and J1 support. Most specific involvement was for exchange day. Exchange day had over one hundred and seventy participants. The last board meeting consisted of strategic planning and a network event. One of Alicia's goals is to not only have a social event but have networking opportunities. She wants to advocate for the hospitality industry in reminding residents of what the industry does and why it's important.

2022 Investor Survey: All

Cindy discussed the history of the survey and how the survey's questions were limited. The reasoning behind having less questions, is to encourage people to take the survey and not overwhelm investors with too much information. She showed the survey to the group and asked them for their input on additional questions or removing questions. Would like for there to be a higher percentage of completion for the next survey administered. Goal is to send this survey out the first of September. Brandon asked how long the survey took. Amie suggested that some investors won't know how to answer questions about government relations, since they may not be as involved in that area. She liked how the survey asked for input on events. Cindy agreed with Amie's points. DEI initiatives have been recognized and is at a good start but could be much better. Cindy thinks the responses have been limited because of COVID, workforce shortages, and other factors. Cindy appreciated the input of the committee. Amie had concerns about some of the questions not making sense to investors and ask what we are trying to gauge from this survey. Amie said it might be good to gauge involvement from investors, instead of grading the chamber.

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