

Board of Directors Meeting Minutes

Chamber Boardroom

October 27, 2021 - 9:00 am

- Attendees:** Rachel Beckerman, Clay Brittain, Woody Brownson, Pablo Chavez, Tracy Conner, Kenny Generette, Radha Herring, Alex Husner, Theresa Koren, Steve Mays, O'Neil McCoy, Seth McCoy, Billy McGonigal, Ryan Moore, John Rutenberg, Alberto Semidei, Samantha Slapnik, Eileen Soisson, Atiya Stokes Brown, Ryan Swaim, Alicia Thompson, Heidi Vukov
- Absent:** Mil Servant, Amy Stevens, Tom Tse
- Guests:** Demming Bass, Maria Sullivan
- Staff:** Karen Riordan, Diana Green, Cindy Gettig, Jimmy Gray, Randy McKeel, Stuart Butler, Diane Charno, Rebecca Edgar

Call to Order / Approval of Minutes

Billy McGonigal, Chairman, called the meeting to order at 9:00 a.m. The September 22, 2021, meeting minutes were reviewed. Alberto Semidei made a motion to approve the September 22, 2021 minutes as presented. Ryan Swaim seconded the motion, which passed upon a unanimous vote.

Division Reports

Community Engagement

Clay Brittain reported for the Community Engagement Committee. Three subcommittees of the CEC are meeting regularly and are actively engaging with the community to promote the goals of each.

Diversity, Equity & Inclusion

Eileen Soisson reported that the last EVOLVE class for 2021, Multigenerational Workplace, will take place on October 28th. The DEI Council will hold their final meeting of the year on November 30th. Board members were encouraged to submit recommendations for 2022 DEI Council members.

Legislative

Radha Herring reported that the Advocacy Council will meet on November 1st, wherein the group will discuss the 2022 Legislative Priorities. The Legislative Luncheon is scheduled for November 16th. Board members are invited to attend and discuss important issues affecting our area with participating delegates. The Advocacy team will continue with I-73 efforts by mobilizing member investors and meeting with delegates and businesses in the PD area.

Investor Relations

O'Neil McCoy presented a list of 26 new member-investors for approval. Upon a motion made by Alberto Semidei and seconded by Clay Brittain, all new members submitted were unanimously approved.

The new MBACC logo design was unanimously approved by the Business Development Committee in a previous meeting. Cindy Gettig presented the new logo for Board approval. Upon a motion made by John Rutenberg and seconded by Radha Herring, the Board voted unanimously to approve and move forward with the new MBACC logo.

Cindy Gettig informed the group that Pam Wright, Business Development Sales Manager, was named as number 2 in sales in the country for the MBACC's revenue category for the first quarter of 2021.

Tourism Marketing

Alex Husner, Marketing Council Chair, reported that the council has been working on fall and holiday campaigns as well as 2022 planning. The Fall "Summore" campaign will end in October and the Holiday Campaign will launch on November 1st. A first-time Myrtle Beach Holiday Guide has also been developed featuring holiday events and activities in the Grand Strand. The Winter Wonderland at The Beach festival opens on Black Friday and runs through January 2nd. International campaigns have also been amplified in Canadian and UK markets as the borders reopen on November 8th. Sports partnership programs continue to grow. TripAdvisor recently named Myrtle Beach #4 fall destination in the country and Expedia named Myrtle Beach #7 holiday destination for Thanksgiving week.

The brochure distribution RFP task force received three proposals from which two finalists were selected. Finalists were scored based on their presentations and references were checked for each. The task force recommends that the Board approves moving forward with negotiations with Impact Marketing, d.b.a. Brochure Distribution Services as the chamber's brochure distribution vendor, based on their pricing structure, inventory processes, implementation plan and future innovation opportunities.

Ryan Swaim made a motion that the chamber move forward with contract negotiations with Impact Marketing for brochure distribution services. Seconded by Alberto Semidei, the motion passed unanimously.

Tourism Sales

Karen Riordan reported for the Tourism Sales team. Meetings Today Live convention took place in October with over 30 meeting planners attending and learning about the Grand Strand. The sales team is now working on 12 leads thus far from that. The Canadian border will reopen for Travel on November 8. The Sales team is developing a list of locations offering covid rapid tests for visiting groups that will need testing prior to their return home.

Finance

The financials were reviewed for the period ending September 30, 2021. John Rutenberg noted that the MBACC remains in a strong financial position. Expenditures currently reflect a negative balance for CVB Programs and Member Programs due to invoice timing but will continue to adjust to positive numbers as payments are received. Tight expense control is in place company wide.

The balance sheet shows \$33M in the bank and total assets are at \$35M. Total liabilities and net assets are \$35.9M.

Karen Riordan noted that expenses for professional services provided by Power 10 Capital Campaign Management will be reimbursed by the Partnership Grand Strand 2026 foundation once it is formed.

CEO Report

Karen Riordan reported that the Power 10 team has completed the Economic Impact Analysis and Case for Support for Partnership Grand Strand 2026. This document will be used in discussions with potential investors in the effort to fund the 5-year initiative. Meetings are underway with the Power 10 team and leading businesses in the area.

The Myrtle Beach Area Hospitality Association President and CEO, Stephen Greene, will be retiring from his leadership role at the end of 2021. The MBAHA board is looking at the next steps for the organization.

The grand opening and tree lighting for Winter Wonderland at The Beach will take place on November 26th. Residents will be invited to visit the Winter Wonderland admission free on Community Night, December 7th.

New Business

Nominating Committee:

Eight nominees for the 2022 Board of Directors were approved in the September 22, 2021 regular meeting of the Board of Directors. The slate of nominees was submitted to the membership for a 30-day period. There being no correspondence received from the membership and no additional nominees submitted, the slate of new Board members was presented for a final vote:

Kristen Call
Dr. Jessica Greene
Patrick Norton
Chris Schroff
Carla Schuessler
Ross Martin
Todd Setzer
Mil Servant

Alex Husner made a motion to approve the slate of nominees as presented to serve 3-year terms beginning January 1, 2022. Seconded by Alberto Semidei, the motion passed unanimously.

Alex Husner was approved as the Board Chair-Elect in the September 22, 2021 regular meeting of the Board of Directors. The nomination was submitted to the membership for a 30-day period. There being no correspondence received from the membership, Ms. Husner's nomination was presented for a final vote. Clay Brittain made a motion to elect Alex Husner to serve as the 2022 Board Chair for

Myrtle Beach Area Chamber of Commerce. Seconded by Woody Brownson, the motion passed upon a unanimous vote.

Adjourn

There being no further business to come before the Board, the meeting adjourned at 10:29 am by a motion made by Woody Brownson and seconded by Clay Brittain.