

Board of Directors Meeting Minutes

Chamber Boardroom and Zoom

February 23, 2022 - 9:00 am

Attendees: Rachel Beckerman, Woody Brownson, Kristen Call, Pablo Chavez, Tracy Conner, Kenny Generette, Jessica Greene, Alex Husner, Ross Martin, Seth McCoy, Patrick Norton, John Rutenberg, Alberto Semidei, Todd Setzer, Chris Shroff, Samantha Slapnik, Amy Stevens, Ryan Swaim, Alicia Thompson,

Absent: Theresa Koren, Billy McGonigal, Carla Schuessler, Eileen Soisson, Heidi Vukov

Guests: Amy Barrett, MBDC

Staff: Karen Riordan, Diana Green, Cindy Gettig, Jimmy Gray, Randy McKeel, Bob Harris, Stuart Butler, Diane Charno, Rebecca Edgar

CALL TO ORDER / APPROVAL OF MINUTES

Alex Husner, Chair, called the meeting to order at 9:00 a.m. The January 26, 2022, meeting minutes were reviewed. Upon a motion made by Alberto Semidei and seconded by Woody Brownson, the January 26, 2022, minutes were approved as presented upon a unanimous vote.

PRESENTATIONS

Amy Barrett, Myrtle Beach Downtown Alliance CEO, spoke to the board about initiatives of the organization. The MBDA continues to partner with the chamber, the city, One Grand Strand, area businesses and residents on the redevelopment of the downtown area. Ms. Barrett gave a presentation on the MBDA structure and funding sources and strategies for addressing several downtown issues.

DIVISIONS REPORTS

Legislative Advocacy

Ryan Swaim, Advocacy Council Chair, reported that the 2022 Grand Strand Legislative Reception in Columbia was a great success and gave accolades to the chamber team for organizing the event. The theme of the event was "Shovel ready for I-73". The I-73 education campaign has started, with a message encouraging businesses and residents in the various

districts to attend public meetings and contact their County Council representatives in support of I-73.

Community Engagement

Alicia Thompson, Chair, reported that the Community Engagement Committee is currently in the process of organizing meeting dates for 2022.

Diversity, Equity & Inclusion

Jessica Greene reported that the DEI Council held their first meeting on February 3rd. Cindy Gettig reviewed the 2022 strategic priorities of the council and the efforts to further those initiatives.

Investor Relations

Alberto Semidei presented a list of 25 new member-investors for approval. Tracy Conner made a motion to approve the new members as presented. Seconded by Chris Shroff, all new members were approved upon a unanimous vote by the Board.

A job fair is scheduled for March 22nd at the Doubletree resort. More information on the event is forthcoming.

Finance

John Rutenberg, Finance Review Committee, Chair, reviewed the Statement of Activities and Balance Sheet for the period ending January 31, 2022. The 2021 audit will be presented to the Finance Review Committee and Board of Directors in the March meeting.

Marketing Council

Woody Brownson, Chair, reported that the Marketing Council received an update from Golf Tourism Solutions and Fahlgren Mortine in the most recent meeting. The Website Redesign task force will meet in March to begin reviewing RFPs and presentations by the finalists.

Sales

Bob Harris reported that the sales team is preparing for FAM tour season, with Helms Brisco and an Esports FAM tours scheduled in March. They continue to work on large convention leads for 2024 and 2025.

CEO REPORT

Karen Riordan and Jimmy Gray spoke with the GOP caucus while in Columbia for the legislative reception. A Democratic caucus will be planned in the near future. Advocacy for I-73 continues

with ongoing personal meetings. Searchwide Global will be conducting a national search for a Director of DEI position.

The marketing team has been working on a new combined chamber/CVB member model that will create one membership moving forward. Membership cost will be reduced to encourage smaller business to join. More benefits will be offered at a lower cost with the purpose of helping microbusinesses grow and helping diversify the local job market.

The Partnership Grand Strand public kickoff will take place on February 24 with Alex and the Foundation Co-Chairs speaking.

Karen has been meeting with City Council members to further clarify the PGS relationship with the Myrtle Beach Downtown Alliance. Other efforts with the City of Myrtle Beach include plans for Memorial Day and encouraging military families to visit the area.

ADJOURN

Upon a motion made by Chris Shroff and seconded by Todd Setzer, the meeting adjourned at 10:20 am.