

Board of Directors Meeting Minutes

Chamber Boardroom

March 24, 2021 - 9:00 am

Attendees: Rachel Beckerman, Clay Brittain, Woody Brownson, Stuart Butler, 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, Amy Stevens, Alicia Thompson, Tom Tse, Heidi Vukov

Absent: Atiya Stokes Brown, Ryan Swaim

Guests: Nathan Skipper, Smith Sapp; Jim Doyle, Christina Hartman, Morgan Spivey with RSM; Rob Blair & Fred Steck with Crossover Marketing

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

Call to Order / Approval of Minutes

Billy McGonigal, Chairman, called the meeting to order at 9:00 a.m. A quorum was established for the meeting via Zoom.

The February 24, 2021, meeting minutes were reviewed. Rachel Beckerman made a motion to approve the February 24, 2021 minutes as presented. John Rutenberg seconded the motion, which passed upon a unanimous vote.

Presentations

Nathan Skipper, with Smith Sapp, presented the 2020 Audit, a copy of which is attached hereto and incorporated as a part of the meeting minutes. The Finance Review Committee reviewed the audit in a prior meeting and recommends that it be presented for approval by a Board vote. Billy McGonigal made a motion to approve the 2020 audit as presented. Seconded by O'Neil McCoy, the motion passed upon a unanimous vote.

RSM and Crossover Marketing teams gave a presentation on the Myrtle Beach 2021 Brand Amplification Overview. The presentation included key activation partners, 2021 brand calendar and review of digital amplification programs.

Division Reports

Community Engagement

Clay Brittain reported that the CeC received comments on the original 4 goals of the committee. It was decided that focus be delayed on the 4th goal of developing funding mechanisms to invest in key projects

for the community. The group reaffirmed the remaining 3 goals of community involvement, educating residents and supporting downtown redevelopment.

Diversity, Equity & Inclusion

Eileen Soisson reported that the DEI Council met on February 25 and has decided to move forward with the Evolve webinar series and CEO Roundtables. TD Bank has become a sponsoring partner.

Legislative

Radha Herring reported for the Advocacy Council. The next meeting of the council will take place on April 12th at 3:30 at the MB Train Depot, wherein Governor McMaster will be addressing the group. The legislative reception in Columbia has been cancelled. Jimmy Gray and Karen Riordan will be working on partnering with NESAs for a local reception. Horry County is set to receive funds from the American Rescue Plan. Capital Hill discussions in March included J-1 and HB2 visas along with ocean outfalls. The state was polled for sentiment regarding the Open Carry with Training Act, which showed that it was largely unfavored.

Investor Relations

O'Neil McCoy, Business Development Committee Chair, presented 22 new member investors for approval. Upon a motion made by Clay Brittain and seconded by Alicia Thompson, all members were approved upon a unanimous vote.

Dues will increase by 2% this year and invoices will be sent to member investors in late May-early June. A job fair with Horry County Schools is planned for April 19. The 2021 Member-To-Member Expo was a success.

Tourism Marketing

Stuart Butler reported that the spring campaigns are doing well as is the transition to MMGY Global as Media Buying Agency of record. Brand planning continues and virtual PR events are taking place. Marketing Council is reaching out to lodging partners for data for an MMGY personas project with the goal of better understanding the type of guests to target.

Tourism Sales

Bob Harris reported that the sales team has received over 110 group leads this year, with 50 of the leads coming in from the tour and travel market. The sports market continues to grow with several events planned for March. Kenny Generette stated that the school board is discussing protocols for opening up several sports facilities for rental.

Finance

John Rutenburg reported for the finance division. Other Revenues reflects the \$673,000 received in PPP funding. Program and Events revenues is at a \$16,000 negative variance due to the timing of certain events. Non-restricted revenues shows a positive variance of \$800,000 over the prior year. Restricted Revenues are \$106,000 over budget due to receiving the first A-Tax and TDF checks. Total expenses were up \$1.6M for February.

The variance in Restricted Refundable Advances was created by covid relief funds that must be spent by June 30th. Total net assets are at \$23M.

The MBACC ended 2020 with a \$424,993 surplus in unrestricted funds and \$5,893,315 surplus in government grant money, of which \$4,829,136 is covid relief funds that must be spent by June 30, 2021. The FRC makes the following recommendations for use of these surplus funds:

UNRESTRICTED

- Move \$20,000 to the Educational Foundation
- Refund \$250,000 gift back to the Area Recovery Council to keep as emergency funds for future hurricanes or disasters
- Designate \$75,000 for any “must have” capital expenses through 2021

RESTRICTED

Use a portion of the (\$1.2M) excess funds for air service and other marketing needs as they arise. The FRC will vote on use of the unrestricted funds and present for a Board vote when they arise.

Alicia Thompson made a motion to approve the use of surplus funds as proposed by the Finance Review Committee. Clay Brittain seconded the motion which passed upon a unanimous vote.

CEO Report

Karen Riordan announced that Marlane White has joined the team as the new Communications Manager. Marlane will handle local media, community relations and legislative communications. The Diversity, Equity & Inclusion Organizational Assessment is moving along and Greg Deshields will present the Tourism Diversity Matters preliminary findings in the in April meeting. The Power 10 initiative will include focus group discussions and surveys centering on downtown redevelopment, infrastructure and workforce.

The March employee of the month is Lisa Saguto in group sales. Karen continues to work with Southwest Airlines with an upcoming announcement for ten major routes planned. The inaugural flight will be the third week in May and Southwest Airlines is interested in a special promotion with Golf Tourism Solutions.

Directors Comments

Amy Stevens gave an update on covid vaccinations reporting that Tideland Health has administered almost 50,000 doses. Tideland is seeing a steady increase of supplies into the market. Ms. Stevens requested that the Board help in promoting the importance of the vaccine to the workforce. Information on scheduling can be found at tidelandshealth.org.

Billy McGonigal thanked Ms. Riordan for navigating the MYR partnership with Southwest Airlines.

Kenny Generette reported that Horry County Schools will take Spring Break April 2-9. Proms and graduations will take place at several high schools. The 2021-2022 calendar has been announced with a school start date of August 17, a full week off for Thanksgiving break and last day of school on June 22. Four high schools are still undergoing plexiglass installation.

Adjourn

Upon a motion made by John Rutenburg and seconded by Alberto Semidei, the meeting adjourned at 10:48 am.

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