

Board of Directors Meeting Minutes

Chamber Boardroom

April 28, 2021 - 9:00 am

Attendees: Rachel Beckerman, Clay Brittain, Woody Brownson, Pablo Chavez, Tracy Conner, Kenny Generette, Radha Herring, Alex Husner, Theresa Koren, O'Neil McCoy, Seth McCoy, Billy McGonigal, Ryan Moore, John Rutenberg, Alberto Semidei, Samantha Slapnik, Eileen Siosson, Amy Stevens, Ryan Swaim, Alicia Thompson, Tom Tse, Heidi Vukov

Absent: Steve Mays, Atiya Stokes-Brown

Guests: Demming Bass, Power 10 Senior Counsel.

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

Presentations

Demming Bass gave a presentation on the Strategic Initiative Development Phase 1 – Situation Assessment Consolidated Input & Findings Full Report. Mr. Bass gave an overview of the 5 year strategic initiative to fund and support three priorities of the MBACC:

- Downtown Redevelopment
- Invest in transportation and the I-73 Corridor
- Attract talent and develop workforce.

The group discussed the challenges and opportunities of each priority, the Chamber's role in addressing these challenges and the next steps in the strategic initiative process. A final draft of the plan will be reviewed by the Board in May.

Division Reports

Community Engagement

Clay Brittain reported for the Community Engagement Committee. The subcommittees have been formed and will be meeting regularly to further the 2021 goals of the Community Engagement

Committee. Community efforts include:

- Community rollout of Visit Myrtle Beach brand launch
- Benefits of tourism education
- Community engagement committee
- Keep Myrtle Beach Beautiful
- Local to local
- Support local/shop local

Diversity, Equity & Inclusion

Eileen Soisson reported for the Diversity, Equity & Inclusion Council, which continues to meet develop new strategies and opportunities for education including the Evolve webinar series and CEO Roundtables.

Legislative

Radha Herring, Chair, reported for the Advocacy Council. At the Council's April 12 meeting, the group reaffirmed the strategic priorities for the Chamber including I-73 and pursuing an aggressive legislative agenda. Governor Henry McMaster attended the meeting as a guest speaker, wherein he covered a number of topics including: COVID response, economic development, education, I-73 and workforce. We are partnering with NESAs on The Legislative Reception that will take place on June 17. at the Dunes Club. The next scheduled meeting of the Advocacy Council will be in August.

Investor Relations

O'Neil McCoy, Business Development Committee Chair, presented 25 new member investors for approval. Upon a motion made by Clay Brittain and seconded by Alberto Semidei, all members were approved upon a unanimous vote.

Membership invoices will begin to go out in June.

Tourism Marketing

Alex Husner, Chair, reported for the Marketing Council. The group met on April 20. Fahlgren Mortine provided an update on the Public Relations Program and MMGY provided an update on spring paid media results and summer media plans. The Summer Campaign launches in May and will include the new Visit Myrtle Beach brand elements. Marketing is also coordinating various air service marketing plans to support nonstop air service including the new Southwest service. Upcoming events include the Southwest Airlines inaugural flight on May 23. and National Travel & Tourism week wherein the new brand campaign will be showcased on May 6. Flip.to revenue impact for March was up 500% YOY to more than \$7 million in revenue – the highest revenue tracked in one month.

Tourism Sales

Bob Harris reviewed the efforts of the sales team which include several upcoming site visits and meetings. The sports market continues to grow with a large number of groups and tournaments scheduled for summer and fall.

The CVB Esports Feasibility Study Task Force received 7 NDAs and 6 proposals. The three finalists gave their presentations on April 19, 2021. AECOM scored the highest in both initial proposal and presentation. The task force majority vote was to move forward with AECOM to handle the Esports

Feasibility Study for the organization. They now send their recommendation to the Board for ratification of the vote.

Upon a motion made by Seth McCoy and seconded by Ryan Swaim, the Board approved the recommendation of the task force to move forward with AECOM to perform the Esports Feasibility Study by a unanimous vote.

Finance

John Rutenberg, Chair, reviewed the consolidated financials for the period ending March 2021. Total revenues were up \$3.6M over budget and total cash in the bank for the ending of the period was \$22.8M. The decrease in net assets noted on the Consolidated Statement of Financial Position is attributable to government refundable advances.

CEO Report

Karen Riordan gave a brief report on initiatives with the City and upcoming events of Memorial Day Weekend and CCMF. The Chamber will have 3 summer interns to assist with legislative, marketing and business development divisions. The marketing team is fully staffed with the addition of Katie Hunter, Jen Brunson and Stuart Butler joining the team as the Chief Marketing Officer.

Directors Comments

Adjourn

Upon a motion made by Alicia Thompson and seconded by Ryan Swaim, the meeting adjourned at 10:50 am.

/re