

## **Business Development Committee Meeting Minutes**

### **April 29, 2019**

**Committee members present:** Monty Morrow, Monica Archer, Rachel Beckerman, Miriam Berrouet, Travis Dannelly, Lori Heafner, Margaret Hoynes, Diane Platt, Bobbei Ruswinckel, Sam Smith, Jenifer Delinger, Alicia Thompson, Gina Trimarco, Jeffrey Wisniewski.

**Staff present:** Cindy Gettig, Amanda Blomquist.

**Others Present:** Jana Wilson, Theresa M. Strong.

**The meeting was called to order at 3 p.m.**

**I. Welcome & Introductions**

**II. CoBE Institute at Coastal Carolina University**

Jana Wilson gave the committee an overview of the CoBE Institute. She said it's a consulting fellowship at Coastal Carolina University where students who are accepted into the organization act as consultants for business clients. Peter Gasca is the director of the CoBE institute.

The scope of work varies by the client. Previous projects included social media strategy, fundraising, photography, marketing.

Gina Trimarco asked about intake process and the cost.

Wilson said clients first reach out to Gasca. Then the students contact the business owner to discuss the project. They then develop a project scope with recommendations of work to be done. There is no upfront cost. But if you want to move forward with the project deliverables a fee would be determined. Wilson said she's seen as low as \$225 and as high as \$1,500.

Monty Morrow asked if the work is based in the classroom or if the students can travel to the business. Wilson said it depends on the client, but travel is allowed. One group worked with a law firm in Spain and the students flew to Spain during Spring Break.

Alicia Thompson asked where the money goes if you pay a consulting fee.

Wilson said it goes to the program. The students are paid by Coastal.

**III. Theresa M. Strong**

Theresa Strong is a professor and the academic chair of the business department at Horry Georgetown Technical College.

She gave the committee an overview of the program at HGTC.

There are two associate degrees and two certificate programs in the department. In the last years she said there were substantial curriculum changes. Previously there were four associate degrees in business administration with different concentrations - marketing, hospitality, business management and public service. The public service degree was eliminated due to lack of enrollment/interest.

Now it's one degree with specialties in Business administration, marketing and hospitality.

The other degree is in accounting.

The two certificates are basic business and customer service specialist. The basic certificate rolls over into the associate degree if the student chooses to continue. The customer service certificate is new and came from a needs study. She said the courses were already offered at the college but have been bundled differently. Strong said the college is working to meet the needs of both the students and the industry.

The business admin degree does require an internship. Strong asked the committee members to reach out to her if they have internship opportunities. She said they're always looking for guest speakers at their classes, too.

**IV. Minutes Approval**

Bobbei Ruswinckel moved to approve the minutes. Second by Jeffrey Wisniewski. All approved.

**V. Category Requests**

**a. Bus/Motor Coach**

The committee consensus was to not add this as a new category and to leave members in transportation.

**b. Nightlife**

Committee consensus was to rename Night Clubs to Nightlife.

**c. After School Programs**

Committee consensus was to rename Children's Programs to Youth Programs

**d. Artificial Grass/Turf**

Committee consensus was to keep an eye on this as an industry to see if more requests for a new category arise. The member currently is listed under landscape services.

These recommendations will be sent to the MBACC Board of Directors for approval.

**VI. Other Business**

Gettig told the committee our annual survey results are in. We had 283 responses and we will be talking about the survey at our next meeting.

Gettig also encouraged the committee members to attend the Volunteer of the Year celebration.

Wisniewski told the committee about the international student orientation. They are looking for giveaways or discounts for the students.

Trimarco said Carolina Improv Co. started free first Fridays in the fall following the hurricane and flooding. She said they've been successful and likely the promotion will continue but be modified, maybe with Five Dollar Fridays. She also will be teaching a class at the chamber on podcasting in June.

The meeting adjourned at 3:53 p.m.