

Business Development Committee Meeting - Meeting Minutes – May 15, 2023

Staff Present: Cindy Gettig, Amanda Bailey, BJ Beaver, Peggy Masterson, Danette Patton, Victoria Tobin, James Toy.

Meeting called to order at 9:00 a.m. by Heidi Vukov

Welcome & Introduction: Heidi Vukov

Everyone present introduced themselves and their places of work.

MBAHA/SCRLA Updates: Victoria Tobin

Victoria discussed the items the hospitality association is working on. They had their Annual Meeting on June 14 where they selected new board members. Victoria wants to connect with the hospitality industry and determine the best ways to do that. Since Myrtle Beach is known for golf, MBAHA is working on a golf passport.

Additional Comments:

BJ Beaver – Currently working with the hospitality industry and department of labor to employ young laborers. This will be a win-win for not only the industry, but for the young worker as well.

Heidi Vukov – If you are a member of the chamber and are in the hospitality industry, you have full benefits to the Myrtle Beach Area Hospitality Association. She encouraged everyone on the council to share that with other investors and for the council to use these benefits if they are in the hospitality industry.

Chamber Update: Cindy Gettig

Cindy gave an update on the Ignite Conference and the confirmed speakers and date of conference. The date of the conference will be October 31 and three speakers have been confirmed. The opening speaker will be Chris Singleton, keynote speaker is Elizabeth Smart and the afternoon speaker is Precious Williams. There will be a CEO roundtable panel discussion at the conference as well. Vendors will be able to set up and sell items and Tidelands Health will have the health screenings like they previously had last year. Registration for the conference will remain the same as last year with members paying \$150 and non-members paying \$175.

Additional Comments:

Peggy Masterson – Suggested making a teaser of some sort for the tickets and PGS could assist with pushing out the message.

PGS Updates: Peggy Masterson

Currently they are working on their strategic plan for the next fiscal year coming up. Foundational steps have been taken in order to grow not only within the team of PGS, but the goals of the foundation. BJ is working on workforce development and talent acquisition. Jason is spearheading the advisory council and the legislative efforts, which includes the roadways of Horry County. Each pillar that was identified originally when PGS was created has a sub-committee within it. PGS has one available position open, and the individual hired would focus on small businesses and entrepreneurial growth. A main goal of theirs is to look where the gaps are and try to be supportive in those areas. PGS is also working with the downtown alliance with some of their initiatives. Tech Tuesday is sponsored by PGS.

BJ – Working on aligning strategically for talent acquisition. He's also been working with CCU to learn more about their programs and how CCU students can be obtained to try to keep them in this area once they graduate.

DEI Updates: Danette Patton

Discussed the EVOLVE series and what the plans were for the next classes. The second class will be on June 29th. Matt was able to assist with obtaining the SHRM certification for us to offer attendees. If they attend all four sessions next year, they will receive 8 credits. Each class has two credits, this year anyone that attends all four sessions will receive 6 credits since we were not certified for the first class. She has been working on focus groups that include non-investors that are local minority business owners. There were three focus groups: Latinx, African American and LGBTQ+. The Latinx group was unable to meet because not many people were able to commit and come to the session and there was a language barrier. Nine people attended the African American focus group and three attended the LGBTQ+ group. The common theme that was stated upon these groups was that they do not have generational wealth and they need assistance in many different areas. Specifically, how to obtain grants and loans to run their businesses. They were interested in classes on how to start and register a business. They also mentioned the lack of disability representation within the chamber investors.

Additional Comments:

Victoria Tobin – Mentioned there were SBA liaisons to assist and teach in areas the minority business owners may not be familiar with and need more assistance with.

Heidi Vukov – It would be good to do a check in with the individuals that won the minority business contest to see how they are doing and if they are going to renew, and if they felt like they received benefits from the chamber. It also would be good to do this with all minority investors.

Meeting adjourned at 9:45 a.m. by Heidi Vukov