

## Business Development Committee Meeting - Meeting Minutes – August 15, 2023

**Staff Present:** Cindy Gettig, Amanda Bailey, BJ Beaver, Yaritza Carlson, Danette Patton.

**Council Members Present:** Kim Fowler, Brandon Miller, Alison Roark, Theresa Strong.

### **Meeting called to order at 9:02 a.m. by Cindy Gettig**

#### Welcome & Introduction: Cindy Gettig

Yaritza introduced herself to the council and notified them of her role and tasks she is working on. She is working on introducing herself to local minority businesses in the area. Her goal is to get more Spanish businesses affiliated with the chamber; she's also translating chamber documents into Spanish. She is managing Keep Myrtle Beach Beautiful and the events that go along with that. Some other events she's working on is the the Jazz Festival, Aynor Hoe Down and Chili Kick Off.

#### HGTC Curriculum Update: Theresa Strong, Academic Chair & Professor of Business Administration

Theresa manages the entire Business department at HGTC. The tech business degree consists of seven different pathways people can take. These include sports tourism, massage therapy, cosmetology, hospitality, esthetics and human resources. Human resources classes count for ten credits. When students choose a pathway, they can graduate with their two-year degree and a certificate. The pathways started because individuals in the community saw a need for skills in various fields. This program began five years ago. Theresa worked with the advisory board to create surveys for individuals to share their thoughts on this program. There are currently twenty students enrolled in the certificate program. This year has the most interest out of any of the previous years. This is also the largest class the Business department has had. We have found that majority of the students that graduate from tech stay local.

#### Chamber Update: Cindy Gettig

The Business Development team is preparing to send out the yearly investor survey next week. The survey has been shortened substantially. Our goal is to determine whether our programs are effective or not. This will be a five-question survey. Our next women's event will be held on August 31 and will be a Headshots & Happy Hour event. Women can come network while getting their headshot photo taken. Kathy Strauss will be the photographer. October 31 is the Ignite Women's Conference; all speakers have been confirmed. The keynote speaker will be Elizabeth Smart, the opening speaker is

Chris Singleton and Precious Williams is the closing speaker. We will have breakout sessions, a bookstore for women to purchase empowering books from women authors, and an Ignite merchandise store as well as a vendor area for businesses to showcase their company's services.

#### Partnership Grand Strand Update: PGS Team

A high school industry awareness program has been created and the first session will be on October 12. This program allows businesses to go into high schools to see what careers they are focusing on. Every high school has different programs depending on their geographic location. Some classes include building construction, engineering and aerospace. The Start Something Amazing program is specific to healthcare. It is a program that allows you to work in healthcare even though you may not have a four-year degree. The students enrolled in this program will be able to have a tour of healthcare facilities and observe areas they may want to work in. This will be replicated throughout various industries. Coastal Carolina has created a sustainability internship and PGS has partnered with Coastal on this project. Sustainability is not only obvious things outside but can be inside our workplaces as well. Some areas students have interned in for the sustainability program have been accounting and business. Of these interns, 60% were able to obtain a full-time job and have mostly been in Georgetown. Not a lot of retention has been in Horry County. James is working with Clemson University to learn more about the Enterprise and Van Pull program. Through this program, Enterprise will pick up employees and bring them to and from work. This is a much quicker and easier way to travel to work than having to ride the bus. If there's an emergency and they need a ride home immediately, Enterprise will pay for the employee to get an Uber or Lyft. This program costs about \$35 a month. PGS recently hired Mark Shaaber who is the last employee to fill the PGS team. He will be working in the business retention sector.

#### DEI Update: Danette Patton

Danette has worked with Mark with PGS to create workshops that came from the original focus groups that were had earlier in the year. They are working with an individual from Charlotte that creates bed sheets for children in hospitals. He will be doing a four-part class that will provide a minority business certificate at the end of the series. An open house was held to learn more about DEI and the chamber. This event had a great attendance! A DEI Social Mixer will be held on Sept. 8 and ESA is hosting this event. There will be food, networking and individuals can bring samples of things they do. This event will be held from 5 -7 p.m. The EVOLVE series has gone well and Danette is beginning to brainstorm about next year's series. There are two more sessions left. If attendees complete all four classes, they will receive SHRM credit. We are having a supplier diversity class and Erika White will be the facilitator of this. In mid-January we will have a class learning more about disabilities. Evan and Becky with CAN will work together to host a class that explains a disability, difference between a scene and unseen disability, etc. Danette is currently reaching out to everyone on the DEI

council to see how this year went and their thoughts. There will be internal training from Dr. Gelfor to explain DEI.

Other Discussion Items: All

There will be a class at EMERGE every other week for four weeks to help startup companies learn more about the necessary things they need to do for their business to be successful. These classes will be free, and they are trying to get at least sixteen participants. The class will be a max of 2 ½ hours. The class dates are Sept. 27, Oct. 11, Nov.28. Individuals can be selected to receive a scholarship to continue with EMERGE after the program ends. Mark is working on creating helpful resources to share with these participants.

**Meeting adjourned at 9:39 a.m. by Heidi Vukov**