

## **Business Diversity Council Meeting Minutes Feb. 14, 2019**

**Council members present:** Radha Herring, Tom Tse, Hector Diaz, Wynn Godbold, Becky Large, Alfreda Lewis, Tony McAfee, Barbara McGhee, Heather Orr, Jerome Randall, Eileen Soisson, Atiya Stokes-Brown.

**Staff present:** Cindy Gettig, Amanda Blomquist, Bob Harris, Diane Charno.

**The meeting was called to order at 9:00 a.m.**

**I. Welcome & Introductions**

**II. Council Packet Overview**

Cindy Gettig went through the welcome packet that contained the council contact information, an overview of the chamber and the business development division. She said the chamber mission boils down to promote, protect and improve and that's the litmus we use when making decisions.

Gettig told the council gsSCENE is rebranding and is now named Grand Strand Young Professionals or GSYP.

Another change is the printing schedule of the Grand Strander newsletter. It will be printed quarterly and posted online monthly.

**III. Chamber updates**

**a. Marketing**

Diane Charno spoke to the council about marketing efforts. She said she works on the Visit Myrtle Beach side marketing the destination. She said they are working on more storytelling using real people who visit the area and shared an example video.

She shared another commercial that ends with Happiness Comes in Waves. She said it's not a tagline or slogan but is being used as a campaign theme.

Charno said about 70 percent of the ad budget is for digital media and she provided some examples.

Visitor generated content is also curated by the marketing department.

On the public relations end, she said the team is really active on media missions to meet with national media pitching stories on the destination and visiting with media in new air markets. They work with journalists and influencers.

Charno also said they will be working with the group sales department at the upcoming Travel South Convention which is bringing about 500 people to Myrtle Beach.

**b. Group Sales**

Bob Harris said the department is now fully staff after recently hiring Lori Lampo who previously was at WonderWorks.

He told the council about recent trade shows staff has traveled to.

He challenged the council to help letting our staff know about conferences they attend so they can bid to host them in Myrtle Beach because it has a huge economic impact.

**c. Business Development**

**i. Annual Meeting award nominations**

Gettig encouraged the council to submit nominations for the annual meeting. She said the Champion of Diversity award came out of this council. It previously was awarded to a business and an individual, but the council last year decided to combine it to one award for a business or an individual.

Atiya Stokes-Brown asked why it was combined.

Blomquist said we had trouble getting nominations.

**ii. Legislative Reception**

The council was encouraged to sign up to attend the Legislative Reception in Columbia.

**iii. BMW Conference**

Gettig told the council about the BMW Supplier Diversity Conference. We worked with WIPL at CCU and the Florence chamber last year to send a bus to the conference.

BMW and its suppliers must do a certain amount of business with minority-owned businesses. They host this conference to connect their suppliers with minority-business owners.

Wynn Godbold attended last year. She said it's not just about car parts or manufacturing. It's any product or service – including leadership training, catering, promotional items, embroidery, etc.

**iv. Bias Training Class**

The council in 2018 talked about hosting a seminar on unconscious bias. Hector Diaz recommended a professor from Webster to teach the class. The council was given a flyer and was encouraged to attend or share the class.

**IV. Events/Meetings for 2019**

Gettig said the council is required to meet four times a year, but an event can be used as a meeting. She said it's up to the council how often they want to meet and if they would like to use an event in lieu of a traditional meeting.

Radha Herring asked if the council wanted to invite a company that completes certification paperwork for companies.

Stokes-Brown asked for a list of past events.

Herring asked about the social aspect. She said past events were well received and said maybe we could combine a speaker with a

Blomquist said our goal is to gauge whether the council is interested in having an event replace a standard meeting.

Godbold asked if we talked about the purpose of the council.

Stokes-Brown said she'd like to identify the specific goal of the council for the year to help answer whether an event would be beneficial.

Gettig said the council has evolved since it was created and thinks the goal is to make connections and resources for minority-owned businesses, but also educate our member investors on what diversity and inclusion is.

Gettig and Herring said they would like Stokes-Brown to give a presentation at the next meeting to share what she is doing at CCU.

Blomquist said she would provide a list of past events and the minutes from the past meetings to provide context for the council.

The council chose April 30 for their next meeting.

**The meeting adjourned at 10:22 a.m.**