

Business Diversity Council Meeting Minutes April 30, 2019

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

Staff present: Cindy Gettig, Diane Charno, Amanda Blomquist, Lisa Saguto.

Others present: Lee McElveen.

The meeting was called to order at 1:03 p.m.

I. Welcome & Introductions

II. Minutes Approval

III. Diversity and Inclusion at CCU

Atiya Stokes-Brown spoke to the council about her new role and the approach to diversity and inclusion at CCU.

Atiya said there is language within Coastal's mission statement about valuing and appreciating diversity and the 2016-2021 strategic plan reiterated the commitment to diversity, inclusion and accessibility.

Coastal looks at diversity in all its forms including: age, class, ability, ethnicity, gender identity, gender expression, immigration status, national origin, race, religion, sexual orientation, marital status, veteran status, political affiliation.

She said at Coastal it's about championing the diversity and challenging their own biases. Their focus on inclusion is about belonging. She mentioned the saying that diversity is about showing up at the dance then inclusion is about being asked to dance. But she said she said for her inclusion is also about having control over the music. Inclusion is an environment/culture where everyone feels valued, respected and part of the decision-making process.

She said for Coastal, the language used is creating and sustaining a diverse and inclusive learning, living and working environment – because it's not just about the student experience but also the faculty/staff experience.

Coastal is developing their model of diversity and inclusion which has three tenets. 1. Inclusion and excellence are interdependent. 2. The responsibility for fostering diversity and supporting inclusion falls on everyone. 3. Work to enhance equity and access for all.

We live in a world where often times this work is framed as pejoratively help for others to the exclusion of some groups. When we do the work to provide access for all, it lifts everyone. It touches individuals who have been historically marginalized and excluded, but if really does help everyone.

At Coastal, she said transformative inclusion means focusing on the knowledge building and individual behavior combined with policies and institutional behavior.

Coastal now has a Chief Diversity and Inclusion Officer (that's Stokes) and an Office of Diversity and Inclusion.

A few things CCU has done: Held a two-day pedagogy workshop for faculty and staff. Talked about what it means to teach in the 21st Century and how it's different than it used to be. For example, she said simply calling roll could cause great harm to transgender or transitioning students.

Wynn Godbold asked what she recommended the professors do instead. Stokes-Brown said she would take the roster and email the students ahead of time to ask for their preferred name ahead of time. She also said she would pass a piece of paper for students to write their name rather than calling roll.

Five-part Series on diversity and inclusion aimed at providing faculty and staff with tools to think about creating a more inclusive campus.

Training session on LGBTQIA+ inclusivity with a focus on gender pronouns.

Conducted a climate survey for faculty and staff.

Assessment and revision (as needed) of hiring practices

Creation of a diversity and inclusion statement

Strategic plan for access, inclusion and diversity.

Radha Herring asked how Coastal compares with other universities. Stokes-Brown said CCU is late to the game but not alone. Growth of multicultural offices began in 1970s but were generally student-facing and focused on knowledge building and individual behavior. Late 1990s saw more growth in institutions looking at policies and overall institution behavior. Asked about others in the state, Stokes-Brown said Clemson is doing a lot of work in this arena and doing it well.

IV. Chamber updates

a. Marketing

Diane Charno shared goals from the marketing department which include delivering increase demand, see a 35% increase in first time visitors, generate \$180 million in earned media coverage, host 40 qualified media and drive growth in air travel.

One of the strategies to inspire visitation through storytelling and encouraging visitors to share their photos and milestones.

She shared a recent ad and told the council to visit myrtlebeachareacvb.com to see all ads.

She also told the council about the brand repositioning RFP. The submission deadline closed, and the proposals are being reviewed.

Charno shared details about the upcoming Marketing Update and celebration for National Travel and Tourism Week.

Stokes-Brown asked about diversity in the marketing and said the example shown didn't have a lot of visual diversity. Charno said there are others that show more diversity and the department is always open to those notes and making improvements.

Lee McElveen said she would be happy to share the Hispanic resource directory to help.

b. Group Sales

Lisa Saguto told the council a staff member recently attended the Connect Diversity trade show and met with 20 fraternity, alumni and other groups. Prospecting for other meetings continues.

c. Business Development

Cindy Gettig told the council we are in renewal season and let them know about the upcoming Member Investor Appreciation BBQ.

A company was selected through an RFP process to design a new chamber website. Gettig said it will launch this year.

She encouraged council to attend the Volunteer of the Year event and told them to visit MyrtleBeachAreaChamber.com for more events.

V. Events/Meetings for 2019

Gettig said she's been researching and considering hosting a diversity and inclusion forum or some kind of expo maybe in early 2020.

The council agreed we should hold more minority certification workshops.

Wynn Godbold said the BMW event was a great event again.

Gettig said the Unconscious Bias class was great and well attended.

Herring asked if we could do a repeat of that class. Gettig said she'd love to.

Tom Tse asked about what we've done to research what other chambers are doing.

Gettig said we do this a lot.

Alfreda Lewis asked if we the council has benchmarks or a roadmap?

Gettig said that's needed. We've slowly added elements to the council but have a way to go.

She said it's a lofty goal to have a conference but is doable.

Herring said in advance of that, more social events where we reach out to more minority owned businesses could be beneficial.

Council agreed a social should be scheduled in the fall along with minority certification workshops.

A subcommittee was formed for the potential 2020 forum – Eileen Soisson, Hector Diaz, Jerome Randall and Tim McCray volunteered.

The meeting adjourned at 2:40 p.m.