

Business Diversity Council Meeting Minutes June 14, 2018

Council members present: Sarah Miles, Hector Diaz, Wynn Godbold, Becky Large, Tony McAfee, Wendy McCrackin, Barbara McGhee, Travis Overton, Jackie Snyder, Gina Trimarco.

Staff present: Cindy Gettig, Diane Charno, Kim DaRoja, Jimmy Gray, Amanda Blomquist.
Others Present: Richard Singleton.

The meeting was called to order at 9:07 a.m.

I. Welcome & Introductions

II. Approval of Minutes

Becky Large made a motion to approve the minutes, second by Barbara McGhee. All approved.

III. Jan Hollar

Sarah Miles told the council that Jan Hollar hired as the interim CEO while the search committee and executive committee looks to find a replacement for Brad Dean who resigned earlier this year. Cindy Gettig told the council Diana Greene, EVP of Business Development, had stepped into an interim chief of staff role.

IV. Jimmy Gray

Richard Singleton introduced the council to Jimmy Gray. Gray was hired as the Director of Government Affairs. Singleton said he got to know Gray well through his previous position with the Coastal Carolinas Association of Realtors and said the chamber is lucky to have him in this newly created position. Before working for CCAR, Gray worked for a U.S. Congressman from Pennsylvania. Gray encouraged the council to contact him with any government relations/advocacy issues.

V. Chamber Updates

a. Marketing

Diane Charno said her department has been busy. One of the current promotions is Myrtle Beach Days promoting the destination for families. She said they've been promoting the destination in new markets where we have new air service. They also are starting work on the fall 60 More Days of Summer promotions.

b. Group Sales

Kim DaRoja said her department has been busy too. They've participated in 18 trade shows/conventions and will have 18 more before the year is out. DaRoja said her department is fully staffed for the first time in a while with two new hires – Jonathan Paris who handles the sports market and Lisa Saguto who is a support staff member.

c. Business Development

Gettig told the council Business Development is in renewal mode – working to get members to renew. She said the Member Appreciation Cookout had more than 300 people attend. She also provided the council with copies of the Grand Strander

Newsletter. Gettig encouraged the council to apply for, or suggest someone else apply for, Leadership Grand Strand. Finally, Gettig said a consultant had been hired to help update our website.

VI. DOT Certification Process

Gettig reminded the council about their goal to help more businesses achieve certification. Gettig met with Gina Trimarco, Wynn Godbold and Bonnie O'Guin. O'Guin holds a minority business certification. Together, the ladies drafted recommendations for a two-part workshop to be hosted at the chamber that would guide businesses step-by-step through the certification process.

Trimarco said this was sparked after attending the BMW conference where it was evident that certification was needed.

Godbold said we've tried to address this for a long time. She suggested moving forward with aiding businesses with SCDOT certification because many other state certification programs have a reciprocity with SCDOT. A Facebook group was created where Godbold said businesses will be able to view videos filmed with O'Guin that will help businesses prepare for the certification. The businesses do not have to be members to participate in the certification workshops.

Tony McAfee asked if there are specific industry standards that qualify for this.

Godbold said not really.

Travis Overton asked about qualifications for eligibility.

Wendy McCrackin suggested sharing the workshops with private residential sites/Facebook groups.

Chamber staff will provide the council with a postcard the council can share with businesses that may be eligible as well as a marketing blurb that can be shared by the council.

The meeting adjourned at 10:08 a.m.