

Business Diversity Council Meeting Minutes August 2, 2018

Council members present: Sarah Miles, Kenny Generette (via phone), Miriam Berrouet, Amber Campbell, Hector Diaz, Yvette Jefferson, Becky Large, Wendy McCrackin, Barbara McGhee, Jay Rowe, Jackie Snyder.

Staff present: Cindy Gettig, Diane Charno, Kim DaRoja, Mikki Walls, Amanda Blomquist.

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

I. Welcome & Introductions

II. Approval of Minutes

Becky Large made a motion to approve. Second by Yvette Jefferson. All approved.

III. Minority Certification Workshops

Cindy Gettig updated the council on the Diversity Certification Workshops Sept. 6 and 20. She said she has a working agenda and is coordinating with all the presenters. She said she expects to go over all the certifications and what it means and going over the checklist of all the items needed to complete the applications. On the second day, the businesses will get the hands-on help with their applications.

Gettig also told the council about plans to market the workshop. She encouraged the council members to take postcards with them. A press release will be sent out, and emails will be sent out to our email list. Gettig said the workshops will be shared with Mark Kruea with the City of Myrtle Beach who also oversees the Military Appreciation Days Committee, all other area chambers, veteran's groups, Grand Strand SCORE, the local universities, the Horry Georgetown Homebuilders Association, in our Grand Strander Newsletter and will be shared at all Chamber Academy classes.

IV. Chamber Updates

a. Marketing

Diane Charno said they marketing department is working on the late summer push and getting ready for 60 More Days of Summer fall campaign. This year there's an emphasis on millennials with young families with kids that aren't school age yet. She said there's also a lot of education happening about the short-term swim advisories. Charno also encouraged the council to check out myrtlebeachareacvb.com.

b. Group Sales

Kim DaRoja introduced the council to Mikki Walls who joined the chamber in 2014. DaRoja told the council about groups the department is working with.

c. Business Development

Gettig told the council about the Economic Development Forum the West of the Waterway, North Strand and South Strand councils are hosting on Oct. 24. She also told hiring of our new CEO Karen Riordan who will start later in August. Kema Parsley told the council about the 2019 Martin Luther King Day plans. The

chamber is helping the City of Myrtle Beach by sponsoring some of the events. Plans include a welcome reception, a parade, small business workshop/economic development summit, a job fair, a bias training workshop, and a film/video festival.

V. Other Discussion Items

Jefferson told the council about two upcoming job fairs at Coastal Carolina University – Aug. 22 and Sept. 25. She asked the council to share the information with businesses.

Becky Large said she is continuing to work with the BBC on an upcoming documentary about autism. Filming should occur this fall.

The meeting adjourned at 9:45 a.m.