



**Marketing Council Meeting Minutes  
September 10, 2019**

**Myrtle Beach Area Chamber of Commerce Boardroom**

**Marketing Council Members in Attendance:** Steve Mays, Matt Klugman, Alex Husner, Ryan Swaim, Tom Tse, Robert Stinnett, Ryan Moore, David Nelson

**Staff in Attendance:** Karen Riordan, Scott Schult, Diane Charno, Bob Harris, Mary Mroz,

**Others:** Stuart Butler, Josh Mckinnon

**Call to Order:** 8:34 a.m.

**Approval of Minutes**

- **2020 Tip Update** –To accommodate the request of lower pricing and more value for member investors, the chamber/task force created a new TIP program to add value and reduce costs. The strategy is to deliver results and grow participation in TIP going forward. Currently 2020 sales revenue is down 17% primarily due to reduced costs, but also some reduced participation . Discussion was had on the segments who are not renewing. Restaurants seemed to be a key area along with small activities businesses. Associated costs with the new program have been communicated as the reasoning. A few contracts are still coming in and discussion was had to try and sell Digital packages only. To help and assist going forward, it was discussed that Chamber could leverage member testimonials to help bring others on board as well as host meetings by industry segment to further educate and explain the program.
- **MMGY Branding Update-** MMGY has been in market conducting stakeholders interviews. They have held 24 sessions to date and talked with 70 people. They have also experienced the entire Grand Strand region; staying in multiple lodging venues, visiting many attractions, trying several activities and partaking in area restaurants. Next Immediate Steps are conducting focus group research in Charlotte, Columbus and DC and deploying an area resident survey. A final report of recommendations on Brand Positioning should be complete in January 2020. There will be a briefing to the board at the retreat in Nashville.
- **Marketing RFP's** -There are several upcoming RFP's - 6 of which are Marketing and Advertising related. Data Analytics is underway with presentations this week, Advertising, Media Buying and Planning, Web, Social Media and Public Relations are all forthcoming. Timeline and dates are in the works. The Call Center and Mobile Welcome Center RFPs must also be completed.
- **Fall Marketing Update-** 2019 Fall Campaign is Stretch Your Summer. Key campaign execution is in concert with Golf Tourism Solutions and PRT using Hootie and the Blowfish as ambassadors in messaging creative. This is a 10 week campaign. The total 2019 marketing budget was \$3 million below 2018 and the falls budget was slated at about a \$1.5million reduction from 2018.  
**Board Vote to Increase Fall Marketing:** on 9/22, the board approved a \$600,000 increase to the fall efforts through an e-vote. This investment will help stimulate more business to the area via digital promotional efforts. Details can be found on [www.MyrtleBeachAreaMarketing.com](http://www.MyrtleBeachAreaMarketing.com)

**Partnerships-** Cocktail Artist & Walmart is wrapping up with a final contest event in MB in October, Goody's/Darlington/Dale Jr sponsorship contest went well and ended at the Darlington race last week.

**Hurricane Dorian-** Advertising was put on hold the week of the storm and relaunched on Sept 8. The dollars not invested that week were put right back into the program to kick-start demand.

**Groups Update-** Just attend Connect for all market segments along with 20+ partners. 14 shows coming up thru Nov.

**Media-** Fall Stretch Your Summer pitching ongoing, 60 hour itineraries created for weekend visitors, Fall Fam ongoing over the weeks rather than 1 group all at once.

- **Visitor Trends-** Data was presented to demonstrate changing visitor trends. We are growing monthly visitation on average from NC/SC which are less affluent markets as compared to key northern states that have higher household income. Several top northern states by contrast have shown signs of weakened visitation by month on average. These insights clearly show in the aggregate that we are capturing more less affluent visitors. Much discussion was had and some council members agreed they're seeing the same shifts in their business. We will need to keep an eye on these shifts and develop a strategy to combat this trend.
- **2020 Goals-** Input from council on 2020 Marketing goals was requested so we can align as a destination. Next meeting will be specific to this.
- **Next Marketing Council Meeting:** October 2<sup>nd</sup> at 8:30 a.m. Chamber Offices.

**Adjourned:** 10:14 a.m.