



**Marketing Council Meeting Minutes
April 18th, 2023
Meeting In MBACC Boardroom**

Marketing Council Members in Attendance: Sean Bailey, Woody Brownson, Tracy Conner, Alex Husner, Patrick Norton, Chris Shroff, Alberto Semidei, Jacob Smith, Jay Smith, Ryan Swaim, Mayur Jeram

Staff in Attendance: Katie Hunter, Denielle Van Dyke, Johanna Hodge, Bob Harris, Jen Brunson, Diane Charno, Stuart Butler, Chris Mowder, Karen Riordan

Others: Peggy Masterson-(PGS)

Call to Order: 9:00 AM

Approval of Minutes: Woody Brownson – Motion, Alberto Semidei – 2nd , Approved – All

Groups Update: Bob Harris presented an update to the council from the Groups, Meetings and Sports department. The group sales 2023 YTD Results include: 289 group leads, 143,340 group lead room nights, 77,200 definite room nights. Major sports dates for the spring include, World’s Strongest Man (April 18-23), Conference Carolina’s Track & Field (April 28-29), and Sun Belt Conference Track & Field (May 11-13). Harris also provided the list of completed tradeshow and the upcoming tradeshow for the remainder of the Spring/Summer. The final update was in regard to RCMA Regional Conference in 2024. This conference is a 3-day event with local flavor, fam tour options, mini-tradshow, 40 planners and 40 suppliers and includes comp rooms for planners.

Marketing Updates: Diane Charno and Stuart Butler provided a marketing update to the council. The first update was about the Beach with the Best commercial spots being awarded regional ADDY awards and will be moving on to the national level. Charno provided a brief introduction to the summer media campaign, including the media mix, placements within CTV/Linear TV, integrated packages (placements in Okra, Southern Living, Garden and Gun, Grit, Magnolia, BuzzFeed, and New York Times), cross channel programmatic, paid social, audio, travel endemic layer (Travelzoo, Priceline & Booking.com), and OOH targeting road trippers. Charno also shared a case study that she did with LG Ad Solutions about leveraging a Direct-to-Glass video strategy for Traveler Engagement.

The group also had an open discussion about April and May pacing.

The council was also asked to reflect on future publications including the total number of Visitor Guides and hardcover in-room guides.

Other Business: National Travel and Tourism Event – Thursday, May 11th @ Marina Inn.

Meeting Adjourned: 10:37 AM, Chris Shroff-Motion, Alberto Semidei- 2nd – Approved – All