

VISIT
Myrtle Beach
SOUTH CAROLINA

Marketing Council Meeting Minutes

August 31st, 2021

Meeting In MBACC Boardroom and Zoom

Marketing Council Members in Attendance: Woody Brownson, Alex Husner, Ryan Moore, Alberto Semidei, Ryan Swaim, Tom Tse, Heidi Vukov, Clay Brittain, Billy McGonigal, and Steve Mays

Staff in Attendance: Karen Riordan, Stuart Butler, Bob Harris, Diane Charno, Jen Brunson, Katie Hunter, John Muse, Julie Ellis, Cori Hutslar, and Johanna Hodge

Others: Rob Blair (Cross Over Marketing)

Call to Order: 3:02 PM

Approval of Minutes: Alberto Semidei-Motion, Ryan Swaim, – 2nd, All Approved

- **Award Announcement:** Stuart Butler made the announcement about the Myrtle Beach Area Chamber of Commerce and Convention and Visitors Bureau receiving a Destiny Award by the U.S. Travel Association in the category of Integrated Marketing and Messaging Campaign with an Overall Marketing Budget of more than \$5 Million. The award recognizes the “Visit Myrtle Beach Shares Some Sunshine” campaign.
- **Sponsorship Program Opportunity:** Rob Blair from Cross Over Marketing presented a media/promotional partnership program that creates unrestricted revenue. The program would align Visit Myrtle Beach brand with other brands such as Capital One and JMI Sports properties. It would also give opportunity for MBACC TIP partners to participate in Co-Op programming with major brands like Ford, Pepsi, BMW, and PNC.
 - **Motion to investigate program further:** Ryan Swaim – motion, Ryan Moore – 2nd – All Approved.
- **Affinity Partnerships Update:** Jen Brunson provided an update on Visit Myrtle Beach’s most recent brand amplification programs. A recap was provided for the Bread and Butter Wines campaign, Entenmann’s Salute to Our Troops as well as Entenmann’s Father’s Day Giveaway. Program updates were provided for the one active campaign, Golden Flake Great Southern Road Trip. Finally, a status update was provided for the next live brand amplification program, World Championship Chili Cookoff which will be held in Myrtle Beach on Sept. 17-19 at Pavilion Place.
- **Fall/Holiday Campaign Update:** Diane Charno provided an update and introduction to the 2021 fall campaign, Summure Season. Examples were shown of the digital banner ads, YouTube pre-roll videos and other digital assets. Diane also mentioned that the MMGY team had just wrapped up a photo/video shoot to capture assets for the Summure Season campaign, as well as future efforts. The Holiday Campaign discussion was led by Karen

Riordan. Karen introduced plans for the city of Myrtle Beach's Winter Wonderland at The Beach which will be held at Pavilion Place. The Winter Wonderland will include a family friendly walk-through light display as well as an ice-skating rink. Both events will have a paid admission. The MBACC will dedicate funds to promote the event. A new Holiday Guide will be produced and distributed which promotes not only the Winter Wonderland event but also all the Grand Strand's holiday activities.

- **International Campaign Update:** In the interest of time Stuart suggested that this update was skipped and will be provided at the next meeting.
- **Group Sales Update:** Bob Harris provided an update on goals and strategies which included:
 - Leads: Generated 356 leads YTD through 8/30
 - Room Nights: 308,980 room night leads YTD through 8/30
 - Tour and Travel up 13 over 2019
 - 219,375 room nights definite YTD

E-sports consultants on schedule to finish study in September.

Tradeshows back to In-Person: Connect Marketplace, SE Destinations, GSAE, SCASE, Carolina MPI's, MPI WEC, Helms Briscoe, CVent Connect, SE Destinations, AENC and IPW.

Three lunch and learns in NY, NJ and Boston completed in late June.

Meetings Today Live! South will be held in Myrtle Beach Oct. 17-20 as well as Accent Travel Network East.

- **Forecast Discussion:** Alex Husner started the forecast discussion with the group where each council member shared positive stats, including a strong September occupancy, strong fall golf demand. Group activity has also been good. Overall season has been very strong but staffing/workforce continue to be an issue and will be for the remainder of the year.

Meeting Adjourned: 5:01 PM