

visit  
**MYRTLE BEACH**  
SOUTH CAROLINA

**Marketing Council Meeting Minutes**  
**December 9, 2020**  
**Meeting via Zoom**

**Marketing Council Members in Attendance:** Stuart Butler, Steve Mays, Alex Husner, Ryan Moore, Tom Tse, Theresa Koren, Bill McGonigal, Pablo Chavez, Robert Stinnett

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

**Others:** n/a

**Call to Order:** 9:03 a.m.

**Approval of Minutes:** Motion: Robert Stinnett, 2<sup>nd</sup>: Ryan Moore, All approved.

- **Marketing Update** – Geoff Lacher from Tourism Economics provide an overview of the latest report created for the Chamber – The Economic Impact of Visit Myrtle Beach. This report includes a look at the economic impacts of tourism in the area, including the total impact of the entire visitor economy, as well as the Visit Myrtle Beach marketing influenced visitor economy. Scott Schult provided an update on the late seasonal campaigns as well as the onboarding process with MMGY which is going smoothly. Chris Davidson and Stewart Colovin from MMGY provided an update on the latest branding focus groups, including four key insights: 1) “The Beach” was credible and appealing for most participants; 2) Reference to 60 Miles of Beach was surprisingly appealing and reinforced the credibility of “The Beach”; 3) The idea of creating a community of bringing people together were concepts that struggled to connect with words alone. This idea needs to be shown rather than said. Also, visitor diversity featured in the concepts was meaningful and a welcomed message to convey; 4) The anthem and spot resonated well with the majority of participants and increased the relative appeal of Myrtle Beach. Younger participants were more likely to like the music in the anthem. Older participants liked the message of 60 miles of beach. Diane Charno provided a brief update on PR activities.
- **TIP 2021-2022 Sales** – Bob Harris provided an update on TIP 2021-2022 Sales. Thirty-eight contracts have been signed and sales efforts continue.
- **Group Sales Update** – Bob Harris provided an update on group sales efforts. There has been good activity in this area, as well as some shifting of events from 1<sup>st</sup> quarter to later in the year. Group Sales will continue to assist planners as needed with these shifts.

**Adjourned:** 10:26 a.m.