

VISIT  
*Myrtle Beach*  
SOUTH CAROLINA

**Marketing Council Meeting Minutes  
February 15, 2022  
Meeting In MBACC Boardroom and Zoom Call**

**Marketing Council Members in Attendance:** Woody Brownson, Kristin Call, Pablo Chavez, Tracy Conner, Theresa Koren, Patrick Norton, Ryan Swaim

**Staff in Attendance:** Diane Charno, Stuart Butler, Jen Brunson, Katie Hunter, Cori Hutslar, Bob Harris, Chris Mowder, Johanna Hodge

**Others:** Bill Golden (GTS), Jenna Hottel (GTS), Leslie Holbrook (FM), Lauren Rozzo (FM)

**Call to Order:** 9:00 AM

**Approval of Minutes:** Ryan Swaim- Motion, Tracy Conner- 2<sup>nd</sup>, All Approved

**Marketing Updates:**

- **Golf Tourism Solutions Update:** Bill Golden and Jenna Hottel with Golf Tourism Solutions presented an overview of this past year as well as future events. GTS's strategic path is content centric with less focus on pure media buys. The goal is to create owned assets with authentic curated content that targets a younger audience. Focus will be to emphasize brand messaging, rounds and revenue. Bill shared a list of upcoming tournaments, national media exposure and the content push with Barstool Sports, and The Charlie Rymer Golf Show. ESPN 2 will be airing The Charlie Rymer Golf Show Season 2 at 8:00 AM on Saturday mornings beginning in June. This season will feature high profile celebrities such as Charles Barkley, Jerry Rice and Rob Gronkowski. The collaboration with Barstool Sports is a three-part travel series in Myrtle Beach, a video series at Myrtle Beach courses, podcast ad reads, Barstool Classic activations and social media posts. Jenna reported on the 2021 year over year channel growth, content growth, and web demographics. They also shared information about the influencer event scheduled for Sept. 23-25 (Myrtle Beach Social Scramble). Pine Lakes and Grande Dunes will be the host courses for the event which includes 24 influencers with an average of 100K followers.
- **Canadian Media FAM:** Leslie Holbrook and Lauren Rozzo with Fahlgren Mortine provided a review of the Canadian Virtual Media Event that was held on Feb. 3<sup>rd</sup>, 2022. The goal of the event was to creatively reconnect with Canadian consumer & trade media following border opening and to inspire travel coverage. FM hosted the interactive event via zoom and shared

the recording as a continued engagement effort. The virtual media event had 30 attendees, 50+ media contacts engaged and has resulted in 4 placements to-date. Leslie and Lauren reported that the feedback from the attendees was positive and they will continue to push Myrtle Beach in messaging and content.

- **Other Marketing Updates:** Diane Charno began the presentation with 2021 highlights which included record setting lodging recovery stats, record setting sales & tax revenue states, record setting airport recovery stats, and award-winning marketing highlights. Diane also shared a forecast from KeyData that showed Spring Break visitation surges are in sight. Stuart Butler gave an update on *Amanda Vs. Myrtle Beach*, which included the proposed schedule for production.
- **Groups Update:** Bob Harris provided a CVB Group Sales update and reported that there have been 117 group leads, 43,471 group room nights and 7,712 definite group room nights in 2022 YTD. Other updates included the beginning work with Site Experience to enhance and improve how we conduct site inspections for clients coming to Myrtle Beach.
- **Meeting Adjourned:** 10:35 AM – Ryan Swaim- Motion, Theresa Koren- 2<sup>nd</sup>, All Approved