



**Marketing Council Meeting Minutes
February 23, 2021
Meeting via Zoom**

Marketing Council Members in Attendance: Stuart Butler, Alex Husner, Theresa Koren, Bill McGonigal, Pablo Chavez, Woody Brownson, Clay Brittain, Heidi Vukov, Rachel Beckerman, Ryan Swaim, Tracy Conner, Alberto Semidei

Staff in Attendance: Karen Riordan, Diane Charno, Bob Harris, Jen Brunson

Others: Bill Golden (GTS), Kyle Oland (GTS), Jenna Hottel (GTS)

Call to Order: 9:31 a.m.

Approval of Minutes: Motion: Alberto Semidei, 2nd: Heidi Vukov, All approved.

- **GTS Update** – Bill Golden, Kyle Oland and Jenna Hottel provided of review of 2020 and their preparations for the future. Overall review of 2020 consisted of a revenue update, staff adjustments and the PPP grant. In preparing for the future GTS will be utilizing Omni Golf technologies for Tee Sheet, Itinerary feature, national sales/integration opportunities and reports. Marketing tactics include efficacy of creating own story/media, show content (National TV Series/video content production/podcast), air service development and Q4 stimulus. All of this is supported by the move to a new building and the development of the digital media studio.
Kyle Oland reviewed GTS's pandemic marketing strategy, which included 3 content pillars: social, email and blogs (By the numbers: Total Followers: 224,506, Emails Sent 124, Articles Written 350)
Jenna Hottel updated the group on 2021 KPI's, which included both digital and traditional methods. It was noted that Member referrals are up 109.7% YTD.
The group discussed their partnership with Charlie Rymer and how GTS will utilize him to increase exposure; create content. GTS started a Podcast with Rymer called "Balls in the Air Podcast" with Charlie Rymer. He will also have a CBS Sports Show based in the Myrtle Beach area. The first season (8 episodes) has been shot and will air on Monday nights starting in April. There was also an update given on the Dustin Johnson World Junior Championship.
The group shared their partnership with MMGY and updated the paid media marketing plan. Spring Campaign: 23,732,610 Digital Impressions and 133,491 clicks.
Follow-up: The presentation deck will be shared with the group. Council asked GTS to share the booked tee time reports and it was stated that these reports could be shared bi-weekly.

- **Marketing Update** – Diane Charno provided an update from the marketing team. She introduced two new staff members, Katie Hunter and Jen Brunson. Diane also shared an update on the Visit Myrtle Beach brand campaign progression to date, which included brand progression, brand essence with campaign message, year-round marketing samples, creative components and community elements. Next steps for the campaign were shared with the group which included the following:
 - Continue to evolve the strong connection between The Beach and Visit Myrtle Beach
 - Increase the family focus elements
 - Use research and data to guide continuous improvement
 - Brand guidelines and partner toolbox creation
 - Production planning for TV and photo shoots
 - Messaging strategy for each channel
 - Local community relations and rollout plan
 - Present to all members in April
 - Present to full community in May

Diane reintroduced the new lodging metrics dashboard on the CVB website. It is updated every Friday. Google Trends graphic were shown comparing Myrtle Beach with other DMO's and the search demand. 2021 YTD Website Activity: Users are up 62%, number of sessions per users is up 7.34% and both paid and organic traffic is up. The 2021 YTD Flip.to impact measurements were shared. Diane updated the group on brand promotions including the Beach House Giveaway, Hustle Clean, Entenmann's Valentine's Day Promotion, Rowdy/Camping World and David's Bridal VIP program. A recap was provided from Public Relations: \$2.2 B earned media impressions – up 18%, Spring virtual meetings and spring press releases.

- **Group Sales Update** – Bob Harris gave an update on virtual shows planned and recent meetings that booked. Won a bid for a national associate for 2023. It was shared that the team will be attending the RCA show in Charlotte. Sports is continuing to pick-up and five (5) group tour leads are scheduled. The E-sports feasibility study is in progress and the RFP is out. TIP update: Homewood Suites and Funplex have joined the program.
- **Other Business** – Karen Riordan commented on the progress of the Annual Report. It was suggested the next meeting should included a presentation by RSM/Crossover and brand partnerships. It was also encouraged for council to continue to share thoughts and suggestions on the brand campaign or how it can be effectively communicated to the local community.

Meeting Adjourned: 11:02am