



## Marketing Council Meeting Minutes

January 24, 2020

Myrtle Beach Area Chamber of Commerce Boardroom

**Marketing Council Members in Attendance:** Stuart Butler, Steve Mays, Matt Klugman, Tom Tse, Ryan Moore, Theresa Koren, Pablo Chavez

**Staff in Attendance:** Karen Riordan, Scott Schult, Diane Charno, Bob Harris, Johanna Hodge, Mary Mroz

**Others:** none

**Call to Order:** 9:05 a.m.

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

- **Marketing Update** – Scott Schult provided an update on 2020 winter and spring marketing initiatives. Winter program includes winter deals, Beach House Giveaway, Valentine offers among others that will be promoted via digital and television. For Spring, there are a total of 76 TV markets for Spring, 43 of those markets include non-stop air service. Non-stop air service to Myrtle Beach continues to grow with the addition of 4 new markets, as well as earlier service starting in 16 existing markets. Diane Charno provided an update on PR efforts for the first quarter, including winter and spring releases, media mission trips and hosting activities.
- **Group Sales Update** – Bob Harris provided an update on Group Sales efforts, including participation in trades shows, including ABA, Destination Showcase, Religious Conference Managers Association to name a few. There will be an RFQ conducted for a new Mid-Atlantic Meetings and Conventions Sales Rep. The Sports team recently held a Sports Tourism Update Session for TIP partners to review this year's partner opportunities.
- **Tourism Investment Program Update**
  - **Flip.to Update:** Scott Schult provided an update on the Flip.to platform. For Advocacy Platform, 61 properties are live, 6 are onboarding, and 1 is on hold. There are 4 who have not responded, and council will assist with outreach. The Discovery Platform is available for 17 members, of which 5 are set-up. Remaining properties need to activate this feature. Flip.to will attend the next Marketing Council meeting on February 26 to provide an update.
  - **Campgrounds Offering 2020:** The Council also discussed TIP options for new campgrounds to the area that are not yet a part of the Campground Association. Staff will meet with the Campground Association to review.
  - **2021 TIP Taskforce:** It's recommended that subcommittees of the Marketing Council are created to represent key partner segments for TIP 2021 planning, including Non-Lodging, Restaurants, and Lodging. Sub-committees can enlist others from segment to provide input for 2021 recommendations. Final TIP 2021 recommendations must be presented to the Board for approval no later than May 2020.

- **Lodging Metrics Taskforce Update** – Karen Riordan provided an update on the Lodging Metrics Taskforce. In addition to upcoming meetings with Key Data and other potential vendors, VMB will assess the Flip.to data assets that will be available to VMB this year and seek out the new data and analytics firm’s input in final recommendations and potential RFQs by end of 1<sup>st</sup> quarter or early 2<sup>nd</sup> quarter.
  
- **Marketing RFPs Update**
  - **Data & Analytics Transition** – Transition has been completed between Wright Analytics and Luckie. VMB is conducting weekly meetings with Luckie and reviewing initial reports. Luckie will be invited to a future marketing council meeting to provide a report.
  - **Public Relations RFP** – The Public Relations RFP Taskforce has selected four finalists that will be invited for a presentation round. Presentation timing has been postponed in order to incorporate Branding Research findings which will be shared in February.
  
- **SC Governor’s Conference on Tourism** – Marketing Council members are invited to attend the SC Governor’s Conference on Tourism on February 17<sup>th</sup> at the Myrtle Beach Marriott. Council members that wish to attend should contact Rebecca Edgar asap. More information can be found at [SCGovCon.com](http://SCGovCon.com).

**Adjourned:** 10:27 a.m.