

VISIT  
*Myrtle Beach*  
SOUTH CAROLINA

**Marketing Council Meeting Minutes  
January 25, 2022  
Meeting In MBACC Boardroom and Zoom Call**

**Marketing Council Members in Attendance:** Rachel Beckerman, Woody Brownson, Kristin Call, Pablo Chavez, Alex Husner, Theresa Koren, Patrick Norton, Chris Shroff, Alberto Semidei

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

**Others:** Allie Banasik (MMGY), Aimee Arnoldi (MMGY), Alan Kuykendall (MMGY), Kathryn Drew (MMGY)

**Call to Order:** 10:03 AM

**Approval of Minutes:** Alberto Semidei- Motion, Alex Husner- 2<sup>nd</sup>, All Approved

- **Marketing update:** The team from MMGY kicked off the marketing update with an introduction to the Beach with the Best campaign. They presented slides that showed the active and energetic direction of the campaign theme. Also explained that this is an iteration of the You Belong at The Beach campaign.

Diane Charno and Stuart Butler lead the next section of the marketing update. They began the presentation with an update on Flip.to booked revenue for 2021 over 2020. The booked revenue was up 67% and over \$443M. They followed that information up with a first quarter 2022 preview which included examples of the Always-On campaign: You Belong at The Beach creative. It was also mentioned that the Spring Leisure, Air Service, International and Meetings/Groups/Sports media plans have been approved and will begin running in the 1<sup>st</sup> quarter. A breakdown of budgets, markets and mix were presented for all campaigns, including the International Media Plan that includes co-op budget with SCPRT and Brand USA.

Charno and Butler also provided an update on the 2022 Visitor Guides. This year's version will be the first "printed" guide incorporating new The Beach brand. There is expanded content including live music, the arts, playgrounds, historic sites, water safety and more. Plus, additional utility features such as local's tips and QR codes for online promotion and tracking.

Also included in the update was information about the promotion of sensory-friendly travel and the CVB's plans to help more families with children on the spectrum get out and travel. Proposed elements of this promotion include a children's book, revamped web content, an activation during National Autism Awareness Month in April, as well as a potential a podcast series.

Chris Mowder updated the group on culinary promotions, including a new international restaurant video series, the collaboration with the International Culinary Institute, a proposed new television show and a potential content partnership with Conde Nast and Bon Appetite.

To wrap up the marketing update Diane Charno shared photos of our sports partnership campaign, the Ultimate Fan Battle promotion, and where the next progression of the Ultimate Fan Battle is headed. She also mentioned that the HABRIO 100 Year celebration contest had kicked off and that the World Chili Cook-off was confirmed for Sept. 23<sup>rd</sup> – 25<sup>th</sup> of 2022.

- **Groups Update:** Bob Harris provided an update on group sales goals and strategies. He began the presentation with the 2021 Year-End results which included 608 group leads, 421,191 group room nights and 256,127 definite group room nights. The update on 2022 activities included:
  - Beginning work with site experience to enhance and improve how site inspections are conducted. An expected completion date is in May or June.
  - Using Destination International's Mint+ database with over 150,000 meeting organization listings to better prospect, obtain group histories and seek business during need dates.
  - eSports market assessment will be presented by AECOM at the January Board Meeting.
  - The 2023 Sun Belt outdoor Men's and Women's Track & Field Championships was awarded to CCU, City of MB and Visit Myrtle Beach. It is expected to bring in at least 22 teams and over 2,000 room nights.
  - A listing of upcoming Meetings and Conventions + Motorcoach tradeshow were provided.
  
- **Meeting Adjourned:** 11:34 AM – Alberto Semidei- Motion, Alex Husner- 2<sup>nd</sup>, All Approved