

VISIT  
*Myrtle Beach*  
SOUTH CAROLINA

**Marketing Council Meeting Minutes**  
**June 15, 2021**  
**Meeting In MBACC Boardroom**

**Marketing Council Members in Attendance:** Woody Brownson, Alex Husner, Alberto Semidei, Ryan Swain, Steve Mays, Tracy Connor, Tom Tse, Pablo Chavez, and Therese Koren

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

**Others:** Aimee Arnoldi (MMGY), Bill Steinke (MMGY), Alan Kuykendall (MMGY), and Megan Conder (MMGY)

**Call to Order:** 9:03

**Approval of Minutes:** Alberto Semidei-Motion, Ryan Swain – 2<sup>nd</sup>, All Approved

- **MMGY Update:** The presentation started with a Spring Wrap report which included an overall campaign performance of Feb – April. The paid media recap includes 72 million impressions, 272K clicks at \$3 CPC and 54k referrals. Bill gave a market performance update and explained MMGY has reduced spend in the Carolinas across Display tactics. Morgan gave an update on paid social. She noted that TikTok was tested for the first time in the spring and the plans are to continue testing TikTok. A brand lift study was done in the spring campaign and another one will be done for summer to test the new creative. Morgan also mentioned that creative is being created uniquely for each platform. Bill provided an update on where summer/fall are headed.
- **Group Sales Update:** Bob Harris provided an update on goals and strategies which included:
  - Leads: Generated 238 leads YTD through June
  - Room Nights: 232,000 room night leads YTD
    - Group Tour up 19 leads
  - 97,795 room nights definite YTD
    - Sports up 7,430 room nights

E-sports consultants have started their work with first visit to destination. Also, four destinations of focus for have been identified for sports comparisons and discovery (Atlanta's Cobb County & Gwinnett County, Frisco, TX, Sandusky, OH, and Panama City, FL and Virginia Beach, VA). Bob also updated the group about the tradeshow and the three lunch and learns in NY, NJ, and Boston. He showcased the Meetings Today and Visit USA UK Visitor Guide Myrtle Beach highlights.
- **Updates and Questions:** Stuart gave a brief update about the format and structure of the meetings moving forward.

**Meeting Adjourned:** 10:40am