



## Marketing Council Meeting Minutes

June 16, 2020

Virtual Zoom Meeting

**Marketing Council Members in Attendance:** Stuart Butler, Steve Mays, Tom Tse, Monty Morrow, Alex Husner, Robert Stinnett, Ryan Moore, Theresa Koren, Pablo Chavez, Ben Vukov

**Staff in Attendance:** Karen Riordan, Scott Schult, Diane Charno, Bob Harris

**Others:** Bill Golden, Jenna Hottel, Dave Generro

**Call to Order:** 9:03 a.m.

**Approval of Minutes:** Motion: Robert Stinnett, 2<sup>nd</sup>: Monty Morrow, All approved.

- **Golf Tourism Solutions** – Bill Golden Dave Generro, and Jenna Hottel provided an update on GTS programs and future promotions moving forward. The GTS team continues to have constant communication and collaboration with CVB marketing team to align efforts, particularly with air service promotions. GTS recommended that a golf committee be formed which could meet about 6 times each year. GTS also shared a proposal for additional funding to support golf tourism recovery marketing. GTS and marketing team will continue to collaborate and refine a final recommendation to council.
- **TIP 2021 Discussion** – Karen Riordan provided an update on dues discussions with various investor program partners such as SCRLA, Hospitality Association, and GSBA. Chamber investor renewals started in June with the goal of having most complete by July. The CVB TIP program will follow Chamber investor renewals. Discount percentages are still to be determined pending potential funding options. Additional meetings will be convened to finalize pricing and non-lodging benefits. Council members who wish to participate in a non-lodging benefit subcommittee should notify Stuart Butler and share any ideas.
- **Marketing Update** – Scott Schult provided an update on the Branding Strategy, including presenting 3 logo explorations developed by MMGY. Council shared input during the meeting and are asked to provide additional input after they had additional time to review. Scott Schult also provided an update on Phase 3 recovery strategy which started this week. Promotions included expanding TV to 64 markets for 10 weeks and collaborating with GTS on non-stop air service promotions. Air service has been strong for those airlines that resumed service. Diane Charno provided an update on public relations, including a national release that was deploying this week. Visit Responsibly messaging is a key message along with the ways people can enjoy the Myrtle Beach area this summer. Karen Riordan provided an update on visitor services calls and questions which have been challenging around the country with increasing cases and hot spot designations.

- **Group Sales Update** – Bob Harris provided an update on Group Sales efforts. They are starting to see leads coming in, primarily for 2021. Staff is attending virtual trade show. Partners are getting Cvent certifications. The Visit Responsibly messaging has been adapted to sports with “Play It Safe” messaging with recent sporting events held in the area. A “Meet Responsibly” video has also been developed. On the website, social distancing content functionality has been added for all Group/Meetings/Sports partners.
- **Next Meeting** – An additional meeting will be scheduled for middle to late July.

**Adjourned:** 11:10 a.m.