



**Marketing Council Meeting Minutes
June 20th, 2023
Meeting In MBACC Boardroom**

Marketing Council Members in Attendance: Sean Bailey, Woody Brownson, Kristin Call, Tracy Conner, Alex Husner, Patrick Norton, Chris Shroff, Alberto Semidei, Jacob Smith, Mayur Jeram

Staff in Attendance: Katie Hunter, Bob Harris, Jen Brunson, Stuart Butler, Tiffany Henry, Kristin Hysner

Others: Peggy Masterson-(PGS), Chad Carlson – (MBACC Board of Directors), Traci Strickert and Sarah Arnoldi (MMGY)

Call to Order: 9:00 AM

Approval of Minutes: Alex Husner – Motion, Jacob Smith – 2nd , Approved – All

MMGY Fall 2023 Update: Traci Strickert and Sarah Arnoldi from MMGY provided a Spring 2023 snapshot as well as the Fall 2023 Media activation strategy. The Spring leisure highlights included 731,272,893 impressions, 5,806,660 website engagements, and 379,664 partner listing referrals. As part of the fall media strategy, they provide the audience and targeting groups which are Beach Sophisticates and Classic Beachers. The fall key leisure markets were also presented as well as the media mix which included paid search, integrated packages, audio, cable tv, OOH, OTA's, CTV, cross channel and paid social. The integrated packages were laid out in more detail including activation partners, Tastemade and Eater. Pandora, Genius, and TouchTunes are partners for the streaming audio. Paid Search categories will remain consistent from previous campaigns.

Groups Update: Bob Harris presented an update to the council from the Groups, Meetings and Sports department. Harris introduced two new team members, Isabella Cenatiempo (Group Sales Experience Coordinator) and Raevyn Ramsey (Summer Intern). The group sales 2023 YTD Results include: 440 group leads, 235,188 group lead room nights, 142,117 definite room nights. Upcoming shows include: TAP, SCSAE, Meetings Today Live, Esports Travel Summit, AENC Annual Meeting, ASAE, Destinations Southeast, SYTA, Connect Marketplace, Connect Sports. The RCMA Regional Conference is a 3-day event with local flavor, includes pre/post fam tour, mini-tradeshow and includes 40 planners and 40 suppliers.

Marketing Updates: Stuart Butler provided a marketing update to the council. Tiffany Henry was introduced as the newest team member. The announcement was made that TripAdvisor recently published their top 10 most searched summer destinations and Myrtle Beach was second in the nation (behind Orlando). A brief case study of World's Strongest Man and High Value events was provided. The study was done by Zartico and the results included 70% of the attendees were visitors, visitors came from 24 countries and that future media exposure would provide an even larger event footprint. Details were provided on three new projects, Myrtle Beach Beer Trail, Life's A Beach Podcast, and Traveling the

Spectrum. Suggestions were made to include in trails for example a dog themed trail.

Other Business: None

Meeting Adjourned: 10:28 AM, Woody Brownson -Motion, Mayur Jeram - 2nd – Approved – All