

VISIT
Myrtle Beach
SOUTH CAROLINA

**Marketing Council Meeting Minutes
March 15, 2022
Meeting In MBACC Boardroom and Zoom Call**

Marketing Council Members in Attendance: Woody Brownson, Kristin Call, Tracy Conner, Patrick Norton, Chris Shroff, Heidi Vukov

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

Others: N/A

Call to Order: 9:01 AM

Approval of Minutes: Tracy Conner- Motion, Chris Shroff- 2nd, All Approved

Marketing Updates:

- **Air Service Updates:** Diane Charno provided a brief air service update to the council with the following information:
 - TSA named MYR Best Airport of 2021 along with Las Vegas
 - Porter resumed Toronto service for the 1st time in 2 years
 - Avelo (new airline with nonstop service from New Haven, CT) begins service May 5th
 - Spirit announced 9 new or resuming markets
 - A meeting is set with Allegiant at the end of the month (March)
 - 10 airline partners with over 50 nonstop markets included
- **CAN-AM Days:** Charno also provided a preview of the events to take place during the upcoming CAN-AM Days (March 12-20). The list of events included activities at the Skywheel, Ripley's Aquarium, Coastal Carolina University, and a special welcome reception at the Myrtle Beach Area Chamber of Commerce. Another highlight would be taking place in April on 4/20 with a Canadian Film Festival at CCU.
- **National Travel & Tourism Week (May 1-7, 2022):** The announcement was made that a celebration and update is schedule for May 5th at DoubleTree Resort.
- **Website RFP:** The 3 finalists have been made and presentations are set for 3/22

- **Chef Swap at the Beach:** The TV series, *Chef Swap at The Beach* with Chef host Amanda Freitag concept was presented by Julie Ellis including the show's segment layout, timeline for production, prizes and how the shows impact will bring attention, credibility, and fun to Myrtle Beach's restaurant scene on a national level.
- **The Beach for everybody: Sensory-friendly Pledge:** Katie Hunter presented the new sensory-friendly pledge for local businesses. In Partnership with CAN and TravelAbility, the pledge will commit to welcoming guests with autism and other neurodiverse disabilities through tangible and meaningful actions designed to support locals and visitors. As part of the pledge, businesses will work to provide an inclusive space for visitors of all abilities; practice patience and problem-solving in all situations; and cultivate an environment of acceptance and helpfulness.
- **Groups Update:** Bob Harris provided a CVB Group Sales update and reported that there have been 205 group leads, 112,730 group lead room nights and 39,340 definite group room nights in 2022 YTD (Through March 10). Other updates included the beginning work with Site Experience to enhance and improve how we conduct site inspections for clients coming to Myrtle Beach. An official roll-out event is set for May 4th, 2022. **Sports:** The eSports FAM Tour is set for March 28-30th and there are 7 confirmed eSports event owners attending. **Meetings and Conventions:** IPEC was March 1-3 (new show for 2022), Christian Meetings and Conventions Association was held March 2-3 and working on two FAM tours for 2022 including a Helms Briscoe FAM in the fall. **Motorcoach:** Finalizing plans for a May group tour FAM Tour in conjunction with Group Travel Leader magazine, six new leads from Canadian Tour Operations and have hosted two site inspections in the past month.
- **Meeting Adjourned:** 10:27 AM – Heidi Vukov- Motion, Chris Shroff- 2nd, All Approved