



**Marketing Council Meeting Minutes**  
**March 17, 2020**  
**Myrtle Beach Area Chamber of Commerce Boardroom**

**Marketing Council Members in Attendance:** Stuart Butler, Steve Mays, Tom Tse, Pablo Chavez, Monty Morrow, Ben Vukov, Alex Husner

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

**Others:** Chris Schroff

**Call to Order:** 9:02 a.m.

**Approval of Minutes:** Motion: Monty Morrow, 2<sup>nd</sup>: Tom Tse, all approved.

- **COVID-19 Discussion** – Council discussed the latest status of the COVID-19 situation and its impact on the tourism industry and adjustments made. There are many cancellations with the biggest impact on group business. On the bright side, bookings for June, July and August is ahead of pace, but has slowed. Many properties have relaxed their cancellation policies, encouraging people to reschedule for later dates before refunds. There was discussion about the COVID-19 Business Impact Forum Webinar held on March 16<sup>th</sup> which was well received. Chamber is planning for future webinars, such as Recovery Planning for Businesses Webinar or Q&A sessions via Facebook periodically to assist the community during this time. The Chamber is also working on forecasting restricted fund impacts.
- **Marketing Update** – Scott Schult provided an update on the spring marketing campaign and the adjustments made recently due to COVID-19 impacts. This includes pulling back markets to 46 TV markets primarily east of the Mississippi, digital display, search and Facebook advertising. Based on discussions with Council, marketing will be pulled back further to drive markets for the next two weeks with inspirational messages. Diane Charno shared that PR media hosting and spring FAM have been postponed. Team will continue to develop inspirational content and stories as needed, as well as situation updates for social and visitor customer service needs. Team is working on additional data insights from Flip.to and will be working on recovery plans.
- **Group Sales Update** – Bob Harris provided an update on Group Sales efforts and impact. The first quarter sales were strong with meetings segment ahead of pace. COVID-19 has resulted in significant group cancellations. Sales has cancelled current sales trips and is working to reschedule groups where possible. Team is also working with marketing to create new assets to support virtual FAMs and sales support materials.

- **Lodging Metrics Taskforce Update** – Karen Riordan provided an update on the Lodging Metrics Taskforce. The taskforce met with Key Data to view capabilities. With the addition of the Flip.to new reporting features, Council has decided to pause new RFQs or contracts pending completion of Flip.to reporting features and review.
- **Marketing RFPs Update** – The Public Relations RFP Taskforce had shared MMGY’s branding research summary with the four finalists and scheduled final presentations for April 7<sup>th</sup>. This may need to be postponed or conducted virtually.
- **Next Meeting** – As part of the COVID-19 response, Council will set up virtual conference call meetings each week in the near term.

**Adjourned:** 10:20 a.m.