



**Marketing Council Meeting Minutes
May 19, 2020
Virtual Conference Call**

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

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

Others: None

Call to Order: 9:02 a.m.

Approval of Minutes: Motion: Monty Morrow, 2nd: Robert Stinnett, All approved.

- **TIP 2021 Discussion** – Council discussed options for the TIP 2021 program with the goal of adding value and relief for partners while also continuing to meet the revenue needs for the Chamber. Options discussed include a combination of reduced rates, deferred payments, and multiyear agreement options to provide relief for CVB partners. Council also discussed some program feature options, such as the Flip.to Local Bound product for nonlodging partners. Chamber and council will continue to research options and seek partner input.
- **Marketing Update** – Scott Schult provided an update on Visit Myrtle Beach market generated revenue which shows growth in both influenced and direct revenue generated since February 10th. The velocity of bookings and interest in the destination continues to be very strong. The CVB is now in Phase 2 of the recovery marketing plan and will share market generated revenue reports with council each week. Phase 2 is 100% digital media. Messaging is promoting summer vacations, not visiting this weekend. Karen Riordan provided an update on meeting with City of Myrtle Beach related to past weekend issues. The Chamber will launch a Visit Myrtle Beach Responsibly campaign in advance of holiday weekend. Videos will address safety guidelines, local ordinances, and reminders to keep our beaches clean and safe.
- **Group Sales Update** – Bob Harris provided an update on Group Sales efforts, including the need to determine what's going to make our groups feel comfortable returning. A subcommittee is developing guidelines for sports, meetings and groups facilities. New social distancing content will be added to CVB partner listings on VisitMyrtleBeach.com. Sports events will start back up in June. Meetings and Groups will be slower to return.
- **Next Meeting** – Tuesday, June 16th at 9 a.m.

Adjourned: 10:40 a.m.