



**Marketing Council Meeting Minutes
October 20, 2020
Hybrid Meeting in Person and via Zoom**

Marketing Council Members in Attendance: Stuart Butler, Alex Husner, Robert Stinnett, Ryan Moore, Matt Klugman, Ben Vukov, Tom Tse, Theresa Koren

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

Others: n/a

Call to Order: 9:03 a.m.

Approval of Minutes: Motion: Ryan Moore, 2nd: Alex Husner, All approved.

- **Marketing Update** – Scott Schult provided an update on marketing programs. Marketing for fall continues, and planning is in progress for late 2020 and early 2021 campaigns featuring Thanksgiving, Black Friday/Cyber Monday, Holidays, Winter and Beach House Giveaway promotions. These campaigns will be expanded from past years utilizing the SCPRT recovery grant funds recently awarded. Holidays will also include promotions featuring holiday shows, shopping and events. Diane Charno provided a PR update and noted that Myrtle Beach continues to receive accolades in the media as it has been featured on top fall destinations lists, top places to relocate or fastest growing areas.
- **TIP 2021-2022 Sales** – Bob Harris provided an update on TIP 2021-2022 Sales. TIP Sales for 2021 and 2022 are well underway with more than 140 contacts made within 2 weeks. Response has been positive so far, particularly for the deferred payment plan options.
- **Group Sales Update** – Bob Harris provided an update on group sales efforts. Group sales has benefited in the sports area from some recent events moving here from other destinations, including some wrestling events and Big Shots events.
- **Research** – Karen Riordan provided an update on research and annual planning. Marketing is working to onboard Key Data, the new lodging metrics provider. Annual planning is in progress and includes the first all agency summit that will meet following marketing council.
- **RFPs** – Karen Riordan provided an update on marketing RFPs. Media RFP presentations were completed and recommendations would be presented to the October Board of Directors meeting.

- **Next Meeting** – The next marketing council meeting is scheduled for December 8th at 9 a.m.

Adjourned: 10:24 a.m.