

VISIT
Myrtle Beach
SOUTH CAROLINA

**Marketing Council Meeting Minutes
October 19th, 2021
Meeting In MBACC Boardroom and Zoom Call**

Marketing Council Members in Attendance: Woody Brownson, Alex Husner, Alberto Semidei, Ryan Swaim, Heidi Vukov, Theresa Koren, Ryan Moore, Pablo Chavez

Staff in Attendance: Diane Charno, Stuart Butler, Jen Brunson, Johanna Hodge, Katie Hunter, Cori Hutslar, Julie Ellis, Bob Harris, Karen Riordan

Others: Bill Steinke (MMGY), Maria Sullivan (Power 10)

Call to Order: 9:04 AM

Approval of Minutes: Ryan Swaim- Motion, Heidi Vukov- 2nd , All Approved

- **Summer Campaign Recap and Holiday/Winter Preview:** Bill Steinke (MMGY) provided a recap of the summer marketing campaign for Visit Myrtle Beach. A key takeaway from the presentation was that there was a 2.5x lift of those exposed to Visit Myrtle Beach paid media. Steinke also debut the 2021 Holiday/Winter markets and media mix. He also provided a calendar of campaigns that are running from Nov. -Jan. including international and air service.
- **Tip Year 2 Pricing Discussion** – Johanna Hodge explained that current partners had asked about receiving discounted pricing for the upcoming year. Council members discussed creating a sliding scale for current members, where they would receive a discount but not as large of one as they would have received if they had signed on for two years up front. Woody Brownson also mentioned asking those specific partners to also spread the word about the benefits. Council was asked to vote on a 15% discount for current members who signed an extended one-year contract.
 - Woody Brownson – Motion, Alberto Semidei – 2nd , All Approved.
- **International Campaign Update:** Diane Charno provided an update on the international media approach as the U.S. prepares to welcome back fully vaccinated travelers beginning November 8th. The 2021 international media campaign includes co-op funds from Brand USA and targets

Canada and the UK. Part of the campaign includes not only a media effort but also a PR push, specially in the Canadian market. Charno also mentioned the International Consumer research study that is being conducted in Canada, UK and Germany. She included information about the media mix and how Visit Myrtle Beach intends to leverage a mix of reach and intent-based tactics to maximize awareness and consideration. While also, avoiding channels with limited flexibility (print) during initial reopening phase and

- **Group Update:** Bob Harris gave an update on goals and strategies of the group sales department. The team has generated 473 leads YTD through Oct. 11th. Harris also commented on the E-sports consultation being finalized and the success of Meetings Today Live!, which was held in-market in early Oct.
- **2022 Planning Update:** Stuart Butler provided an update to the strategic plan moving into 2022. The plan includes redesigning the website to create content and a more robust site. The planning would start in 2022 and execution would extend beyond the calendar year. Butler also talked about investing in data infrastructure and experimenting with creative. As well as the emphasis that would be placed on evaluating media.
- **Other Business** – Review of business outlook is good. Bookings are strong across the board, including the group business.

Meeting Adjourned: 10:53 AM – Ryan Swaim – Motion, Heidi Vukov – 2nd , All Approved.