



**Marketing Council Meeting Minutes
September 10, 2020
Virtual Zoom Meeting**

Marketing Council Members in Attendance: Stuart Butler, Steve Mays, Monty Morrow, Alex Husner, Robert Stinnett, Ryan Moore, Pablo Chavez, Bill McGonigal, Ben Vukov, Tom Tse

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

Others: n/a

Call to Order: 10:05 a.m.

Approval of Minutes: Motion: Monty Morrow, 2nd: Steve Mays, All approved.

- **TIP 2021 Discussion** – Marketing council discussed scenarios proposed for TIP 2021 pricing models which included a various discounts and deferred payment schedules, along with the estimated impact to revenues and reserves. Council provided input. Final scenarios go to the FRC for consideration. Sales process has also been revamped and will be more complex and individualized this year
- **Marketing Update** – Scott Schult provided an update on marketing. The Fall campaign is in progress. SCPRT additional funding via CARES Act or grants is progressing but still to be determined. Additional promotional efforts are featuring theaters reopening. Destination content team has been out shooting footage of about 25 partners to feature in fall video content. Diane Charno provided an update on Fall PR activities, including press at MAT releases, media hosting and pitches. Also, demand for destination is looking good for fall season and was recently featured by TripAdvisor.
- **Group Sales Update** – Bob Harris provided an update on group sales efforts, including upcoming trade shows and FAMs planned for the 4th quarter. Fall sports season is in full swing and there is strong demand for 2021 sports. Sports Express Trade Show is scheduled for January 2021 in Myrtle Beach. New planner toolkit was also launched recently.
- **Research** – Karen Riordan provided an update on research. The Chamber is close to finalizing an agreement with KeyData. Tourism Economics marketing impact study should be completed soon.
- **RFPs** – Karen Riordan provided an update on marketing RFPs. The PR RFP was finalized and the Media RFP is in progress.

- **Next Meeting** – The next marketing council meeting is scheduled for October 20th at 9 a.m.

Adjourned: 11:51 a.m.