



**Marketing Council Meeting Minutes
January 8, 2019**

Myrtle Beach Area Chamber of Commerce Boardroom

Marketing Council Members in Attendance: Steve Mays, Matt Klugman, Larry Bond (via phone), Cindy Hull, Alex Husner, Ryan Moore, Tom Tse,

Staff in Attendance: Karen Riordan, Scott Schult, Diane Charno, Mary Mroz, Amy Villasenor, Bob Harris, Johanna Hodge

Call to Order: 8:36 a.m.

Approval of Minutes

- **Tip Program-**
 - **Update** –Overview and brief history of the program was given with explanation of why it evolved. Tip Task Force has been in place and working on plan for 2020 to recommend to council. First draft and findings will be presented at February meeting.
 - **2019 Lodging Benefit-** Discussion of Media Co-op benefit for lodging Tier’s 2 – 4. Council agreed on the media channel investment as follows: Tier 2 - Social or Display, Tier 3 - Social and/or Display, Tier 4 - Social and/or Display and/or Video. Investors can choose from Spring, Summer and Fall promotional flights.
 - Brief overview of activities and Groups plan. Not much change except for the coupon book going away after 2017. It was noted that attractions would like to have additional digital/social options.
- **Marketing Update-** Scott Schult gave a Marketing Update including Travel Trends, budget, current campaigns and PR. The overall marketing budget was forecasted at a conservative rate due to shifts in ATAX for public safety and impacts to revenue from Florence in the fall. The three biggest budget categories for marketing are Air Service, Digital and TV advertising – collectively down 15% compared to 2018 budget. Due to budget reduction, discussion was had about modifying the TV market schedule. More discussion to come at February meeting.

Adjourned: 10:05 a.m.