



**Marketing Council Meeting Minutes  
May 30, 2018**

**Myrtle Beach Area Chamber of Commerce Boardroom**

**Marketing Council Members in Attendance:** Matt Klugman, Patrick Norton, Chris Shroff, Larry Bond, Ryan Swaim, Cindy Hull, Robert Stinnett

**Staff in Attendance:** Karen Riordan, Scott Schult, Diane Charno, Mary Mroz, Amy Villasenor,

Guests: Bob Durkin, Mike Stephens, Amie Lee

**Call to Order:** 3:09 p.m.

**Approval of Minutes**

**Public Input- –**

Representatives from Full House Productions and Palmetto Event Productions gave an overview on 2018 and 2019 Carolina Country Music Festival.

- **2019 Guide Cover Creative** – Staff presented recommendations for the 2019 guide covers for Council input. All agreed on the same direction of creative.
- **Distribution RFP** – Staff did an RFP on the distribution services needed. One proposal was received. Staff worked with this company on services needed, services that could be brought in house to bring the price down. Reduction in quantity, reduction of distribution markets and tradeshow services coming in house all lead to this agreement. Council agreed to accept the revised proposal.
- **2019 Group Sales Tentative Tradeshows**- Staff presented the Tentative list of tradeshows to council. For first review. New EVP of Sales will look over and take comments into consideration upon his arrival. Council asked to have a presence at SCSAE which is listed as not attending due to timing with Travel South.
- **Marketing Update**- Scott Schult gave a Marketing Overview of the Matching Funds Program. Key concepts are Brand Amplification for VMB through consumer products and retail distribution. This avenue gives us the ability to match with our core customer demographics based on products we choose. Also has the ability to reach employees of both retail and product employees through incentive programs. Staff also presented preliminary ideas for a Grand Strand 70<sup>th</sup> Anniversary public relations campaign.

**Adjourned:** 4:42 p.m.