



**Marketing Council Meeting Minutes
November 17, 2017**

Myrtle Beach Area Chamber of Commerce Boardroom

Marketing Council Members in Attendance: Andy Milovich, Alex Husner, Patrick Norton, Matt Klugman, Chris Shroff, David Nelson, Richard Singleton

Staff in Attendance: Brad Dean, Scott Schult, Diane Charno, Diana Greene, Mary Mroz, Amy Villasenor, Caroline Murray

Call to Order: Patrick Norton called the meeting to order at 9:09 a.m.

Approval of Minutes

- **Group Sales 2018 Tradeshows and Goals-** Mary Mroz presented the approved 2018 Tradeshow list and goals. These were both approved via the CVB Group Sales Committee. 2018 Goals for Definite Room Nights and Leads is a 5% increase over 2017.
- **2018 Budget Update-**Amy Villasenor gave an over view of the 2018 budget and changes including the new revenue model, the state matching grant changes and the co-op program additions. These changes make the program budget look much higher even though we have budgeted flat to 2017. The full budget will be presented at the Board Meeting, but we wanted marketing council aware of the differences.
- **SCRLA Workforce Development Project-** Diana Greene is supporting this SC Restaurant and Lodging Assoc project. They are identifying key issues and solutions to develop a plan over the next 12 months to attract, train and keep hospitality employees.
- **Member Communication Update-** Diane Charno gave an update of the member communication project that is being implemented to help keep members engaged and up to date with activities of the chamber/CVB. The program will include frequent communications thru blogs and articles via email, social media and other channels as well as TIP Training and Face to Face meetings with members. A marketing Summit is being planned for January where guest speakers will present as well as panel breakouts with local members.
- **Marketing Update-** Scott Schult talked about plans for members with carryover referrals. Each member will have an individual retargeting advertising plan via Google and FB channels giving the best chance for qualified leads. There was a motion to approve the strategy for referral carryover and it was unanimously approved. Scott also presented a new study that shows trust in advertising comes from people you know and reviews of others. This is becoming a part of the marketing strategy in 2018. Shifting from marketing TO others to marketing THROUGH others. Flip.To is a first step in this direction where authentic stories from real visitors are being shared with possible visitors. Also planning on videos using real locals telling stories about the area to attract visitors like them to vacation here. Scott also presented the Holiday Campaign assets including a TV spot and several internet ads. The campaign is running regionally in several drive markets with the TV concentration in NC.
- **Think MB-** Discussion was had regarding making Think MB link more accessible vis VisitMyrtleBeach.com. The site is utilized as an industry site per say to provide information for relocation which helps drive economic

developments. The plan is to migrate the website information on to the VMB site was met with consensus by council.

Adjourned: 10:27 a.m.