



**Marketing Council Meeting Minutes  
February 28, 2018**

**Myrtle Beach Area Chamber of Commerce Boardroom**

**Marketing Council Members in Attendance:** Matt Klugman, Andy Milovich, Patrick Norton, Matt Klugman, Chris Shroff, Larry Bond, Billy McGonigal, Ryan Swaim

**Staff in Attendance:** Scott Schult, Diane Charno, Mary Mroz, Kim DaRoja, Cindy Gettig, Johanna Hodge, Caroline Murray

**Call to Order:** 10:10 a.m.

**Approval of Minutes**

- **General Discussion** – A general discussion was had by all on the state of business. It was stated that snow days, flu sickness and the cooler weather in our area are all impacting business. A few businesses have seen some movement on bookings since we had a few weeks of nicer weather, but June seems to be lacking for several as northern schools are experiencing many snow days.
- **US Travel Video**- A State of the Industry video was shown that was produced by US Travel. Discussion of the video took place after including Project Time off and Brand USA and how VMB can and is partnering on these to initiatives.
- **Tourism Investment Program** – Scott Schult talked about the new TIP program and other alternatives to funding which led to the 2018 model. He also showed a recap of the program including “Top Tuesday Deals”, “Golf Deals” and the Partner E-postcard program which are all underway, as well as things still to come.

During this time the Council discussed the program as a whole including the value proposition moving forward, groups \$3 per room night alternatives, leisure value ad, multiple property discounts, leisure base fee for groups only participants. No decisions were made as Council decided it is too early to tell as stated earlier many factors are affecting business at this time.

- **Marketing Update**- Scott Schult gave a marketing update including airline marketing. TV and digital ads are being utilized to target customers in specific markets with customized ads. He also discussed the sports marketing co-op initiatives.

**Adjourned:** 11:43 a.m.