



**Marketing Council Meeting Minutes
April 13, 2018**

Myrtle Beach Area Chamber of Commerce Boardroom

Marketing Council Members in Attendance: Matt Klugman, Patrick Norton, Chris Shroff, Larry Bond, Billy McGonigal, Ryan Swaim, Carla Schuessler

Staff in Attendance: Scott Schult, Diane Charno, Mary Mroz, Kim DaRoja, Diana Greene, Cindy Gettig, Amy Villasenor, Johanna Hodge, Jonathan Paris, Dawn Formo, Sandy Haines, Mary Carman Isenberg, Ursula Grant.

Guests: Lynette Savidge, Marianne Smith, Alberto Semidu, Pam Shelley, Pauline Levesque,

Call to Order: 2:02 p.m.

Approval of Minutes

- **Guide Printing Update** – We are in our 3rd year with Times Printing for the Visitor Guides. Staff is working with them on final #'s for 2019 books. Final will be sent to board at next meeting.
- **Relocation Program Update-** ThinkMyrtleBeach.com content was migrated to VisitMyrtleBeach.com as decided by the board in late 2017. The original plan was to keep current listings for 90 days and work with those members to create an investment package. Staff is still working with these members and will have a recommendation at the next council meeting.
- **Tourism Investment Program** – Staff deployed a survey regarding the TIP. Results were shared with the group. Overall Satisfaction with the program was 6.9, staff would like this be minimum of 8. Staff shared what they liked least and best as well as comments. The results showed there are some who are not ready to renew and majority are somewhat likely. The group believes this will change as time goes by, but we don't want to lose any members.
 - **Leisure-** Discussion was had on what value can be added to the program. Staff had a few suggestions. Tier 1 lost a few this year due to Deals not being included. Council was asked to please email Scott with suggestions for next discussion.
 - **Groups-** Kim DaRoja presented staff suggestions based on last discussion. She also presented challenges and concerns to support the changes. Proposed 2019 changes are to eliminate the room night fee and raise the base rate, eliminate market segments- members will receive leads suitable to their property from all market segments (meetings, sports, tour and travel and specialty) and the added value benefits will be selected by the member since each property has different preferences. This would be a set value. Still up for discussion is do you have to have a leisure program to invest in a group program. Prices TBD.
- **Marketing Update-** This was tabled due to the length of the meeting.

Adjourned: 3:51 p.m.