



**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, Billy McGonigal, Ryan Swaim, David Nelson,

Staff in Attendance: Scott Schult, Diane Charno, Mary Mroz, Kim DaRoja, Diana Greene, Cindy Gettig, Amy Villasenor, Johanna Hodge, Scott Head, Pam Wright, Jan Holler

Guests: Alberto Semidu, Josh Williams, Jackie Vereen

Call to Order: 10:05 a.m.

Approval of Minutes

- **Guide Printing Update** – We are in our 3rd and final year with Times Printing for the Visitor Guides. We will print 1 million guides for a savings of \$50K. Marketing Council approved staff recommendation to send to BOD.
- **Tourism Investment Program** – Staff presented recommendations for the 2019 program based on investor and staff input. Below are the changes for 2019.
 1. Group Sales – removing the variable \$3/night fee and offsetting some of that revenue by increasing Preferred Plans for Meetings & Conventions and Tour & Travel by \$5,000 each for all sectors that purchase groups at the preferred level (lodging, attractions, theaters, fishing and watersports).
 2. Group Sales – increasing tradeshow participation for both Preferred Plans to 2 trade shows “of your choice” – regardless of market segment
 3. Lodging – increasing Tier 4 pricing by \$7,500 due to removing the variable \$3/night fee for group sales
 4. Lodging – adding one deal listing to Tier 1
 5. Lodging – Providing \$7,500 co-op media to Tier 2
 6. Lodging – Providing \$15,000 co-op media to Tier 3
 7. Lodging – Providing \$25,000 co-op media to Tier 4
 8. Activities & Services – small price increase for all levels (last price increase 2017)
 9. Theaters – small price increase for all levels (last price increase 2017)
 10. New investment approved for realtors/relocation - \$1,000 per year (\$500 for second half of 2018)

NOTE: Staff believes we will have a shortfall in revenue in 2019 with the proposed program and will put together co-ops TDB by Council throughout 2019 to make up the additional shortfall.

Marketing Council approved all changes and pricing to send to BOD.

- **Marketing Update-** Scott Schult gave a Marketing Overview. 60 market TV campaign started this week and will run for 8 weeks. The campaign is aligned across all digital avenues as well. Air Service markets are doing well, 2-3 need a little lift so adjustments are being made. A new research project is under way with in-depth surveys in some of our top markets. Economic Impact Study and 2017 Visitor Count are in the works and should be available at next meeting. Kim Daroja gave a summary group sales update. Year to Date the team is tracking 8% ahead of budgeted numbers.

Adjourned: 11:38 a.m.