



**Marketing Council Meeting Minutes
May 7, 2019**

Myrtle Beach Area Chamber of Commerce Boardroom

Marketing Council Members in Attendance: Steve Mays, Matt Klugman, Alex Husner, Ryan Swaim, Tom Tse, Robert Stinnett, Ryan Moore, Ben Vukov, Cindy Hull,

Staff in Attendance: Karen Riordan, Scott Schult, Diane Charno, Mary Mroz, Amy Villasenor, Bob Harris, Johanna Hodge, Scott Head

Call to Order: 10:03 a.m.

Approval of Minutes

- **2020 Tip Program** – Staff presented the TIP Task Force recommendations to Marketing Council. After many meetings with stakeholders, staff and more the task force presented the best options for all.

Overview of changes-

Lodging -3 tiers with guaranteed referrals, Flip.to enhancements and group discount pricing

Groups- Simplified program- 1 level of investment per group segment, discounted pricing if invested in a Leisure package, tradeshow co-ops rather than included

Non-lodging – Several Segments with different pricing, but all include Flip.to and story inclusion

GSBA is a choice for the partner, but the price of the packages does not change either way, GSBA will be available and have materials for anyone having questions of this portion

To accommodate the request of lower pricing and more value for Lodging and Groups, the chamber/task force has created these new program pricing. Based on current levels a \$248,000 shortfall will happen in 2020. The hope is that the new enhancements and lower pricing will bring additional advertisers.

Testimonials will be used from existing investors. Council approved the program as is to send to the board for final vote. (*note a request for possible seasonal pricing on the Activities was requested. Council agreed to look at this after sales start if necessary)

- **Publications RFP**- Staff presented the recommendation from the Publications Committee for the printing of the 2020 Visitors Guide. Times Printing submitted the best proposal for pricing, timeline and quality. There bid was \$100,000 lower then the next. They are the current printer. Council approved to send this to the board.
- **Marketing Program Update** -Discussion on offers for Brand Amplification employees. Starting with Kroger to test. As the program grows we need to plan execution as well as offers. Staff will have more info as the Kroger program is underway. MBACVB and Golf Tourism Solutions are partnering with Hootie and the Blowfish for fall marketing. The band is in town shooting promotional scenes for our use in advertising as well as the destination will have assets inserted before concerts. They are playing in 24 non-stop air service markets as well as many other areas.

Adjourned: 11:27 a.m.