

Nonprofit Council Meeting - Meeting Minutes – Feb. 1, 2024

Council Members Present: Mark Loos, Tammy Braithwaite, Louise Carson, Tina Corley, Kate Curran, Shannon Detzler, Pamela Dunn, Cecilia Evans, Shannon Farro, Rusty Gaskins, Tonya Gore, Susan Harran, Keith Holland II, Kathy Jenkins, Betty Kuvinka, Becky Large, Tony Marra, Doug Moberg, Kim Rodgers-Clora, Chip Russell, Brian Schmitt, Alex Wetherell, Todd Wood.

Staff Present: Shannon Furtick, Amanda Bailey, Jen Brunson, Tiffany Henry, Peggy Masterson.

Meeting called to order at 3:02 p.m. by Mark Loos.

Review 2024 Committee Packet

Shannon Furtick

The council reviewed their packets which included information about the chamber, the business development division, nonprofit council mission, council contacts, the Board of Directors list and Robert's Rules of Order. Shannon informed the council the chamber is a membership organization supported by around 2,400 businesses and nonprofit organizations. The mission of the chamber is to promote, protect and improve the business community and work to make the community a better place to work and play. The area's economic success and quality of life is directly impacted by the work the chamber performs. The purpose of the nonprofit council is to help promote the sustainability and growth of the chamber's nonprofit organizations and strengthen their role in the Grand Strand community. There are 140 nonprofits in the chamber and over 1700 nonprofits along the Grand Strand.

Goals for Council

Shannon Furtick

The nonprofit council's goal is to bring collaboration, education, and networking for organizations. New this year, the Supporting Arts Together council has merged under the nonprofit council. Together we will collaborate and raise awareness for the arts community. Supporting Arts Together has been around for ten years and collaboration was difficult for various reasons, but through collaboration with the nonprofit our hope is to ease this.

Leadership Grand Strand is looking for two hours to half day opportunities to utilize LGS alumni with community service events and welcome any input from the group. Diana will be serving on this committee, and she is the Executive Director of LGS. She will communicate any volunteer opportunities that nonprofits have with her alumni.

Nonprofit Survey Results

Shannon Furtick

Shannon discussed with the council the most important areas they wanted to focus on for the 2024 year from the survey results. The top three topics desired were board governance, marketing/messaging and strategic planning. As well as continuing to offer nonprofit expos in conjunction with business after hours.

Ways to Help Page – MBACC Website

Shannon Furtick

<https://www.myrtlebeachareachamber.com/news/ways-to-help-local-nonprofits-january-2024>

The page is updated monthly, and we will revisit the frequency during the first quarter of 2024. The nonprofits will submit details to Amanda Blomquist at amanda.blomquist@visitmyrtlebeach.com and Shannon Furtick at shannon.furtick@visitmyrtlebeach.com. This help page can be found on our homepage or news section. We are partnering with local media outlets to market this page and gain visibility for other nonprofits' needs. The community calendar is a great way to promote events.

2024 Meeting Topics, Education, & Speakers

Mark Loos

Board governance, marketing, engaging board members, fundraising, data recording and grant writing were all topics that the council wished to learn more about. Shannon opened the conversation to the council to provide any feedback for educational topics.

Tammy Braithwaite wanted to know if there was an opportunity for the classes to be held after hours, instead of all in the morning. Shannon mentioned a potential resolution would be to have a guest speaker at the business after hours networking that could share knowledge of a specific topic. Most educational classes are recorded for anyone who cannot attend. Tonya Gore asked about DEI classes, we shared our current DEI efforts that are taking place through the DEI council and director of DEI for the chamber. Todd Wood complemented the QuickBooks series and said that it went very well and was very helpful to his business and he felt like to others as well. Chamber Academies are held at least once a week on various topics. Louise Carson suggested succession planning to assist with reviewing leadership roles within an individual's organization. Another class suggestion was understanding finances and making sure that everything aligns with the nonprofit's requirements. Keith Holland mentioned learning more about AI-Chat GBT and how it can benefit nonprofits.

A great resource for the nonprofits is HC3 that works to help determine the different resources available for nonprofits. This is run through the United Way of Horry County. There are different sub-committees that manage different areas of nonprofit needs. Meetings are held on the fourth Wednesday of each month from 9-10:30 a.m. If interested in attending, Katie Wise is the contact.

The chamber will be partnering with The Chapin Foundation, United Way of Horry County, The Bunnelle Foundation, and Waccamaw Community Foundation to hold the Waccamaw Nonprofit Summit throughout the year.

Nonprofit Expo – Big Air Trampoline Park

Shannon Furtick

This event will be in conjunction with Business After Hours and open to the public to attend on Tuesday, April 16 from 4-6 p.m. Big Air will provide food and drinks for all attendees. This is an adult only event due to the networking aspect. Nonprofit chamber members are only allowed to exhibit, and they must bring their own table, either a 4 foot or 6-foot table. To encourage all attendees to visit each nonprofit exhibitor there will be a scavenger hunt with one fact about each organization in participation. They would provide this when they register online. Each form that is filled out will be entered into several drawings towards the end of the event.

2024 Annual Meeting

Shannon Furtick

Nominations are now open and are due on Monday, March 11. The 2024 Annual Meeting will be held on Thursday, April 25. Shannon encouraged nonprofits to nominate themselves because it is a great way to gain visibility for your organization.

<https://www.myrtlebeachareachamber.com/annualmeeting>

2024 Grand Strand Legislative Reception

Shannon Furtick

There will be a bus that will leave from the chamber and drive to Columbia and back the day of. The bus will leave at 2:30 p.m. This event allows you the opportunity to be in front of all local and state politicians. It gives you time to meet face-to-face with your legislators and express any concerns you may have.

Shannon Farro mentioned to the council that a couple weeks before this event she will be attending SC Arts Advocacy Day at the State House. She encouraged others to attend this event from our area to share the importance of the arts with legislators.

Other Business

Shannon Furtick

Shannon reviewed the calendar of events with the council. There are three nonprofit council meetings this year, which includes the February meeting. The other two will be held in August and November. Shannon asked the committee if the council wanted to

have a nonprofit networking event, like the networking event that we've done at Ripley's in the past. The council agreed to have another networking event. More details to come. There will be a nonprofit expo in the fall at WonderWorks. Dates will be confirmed in the next couple of weeks.

Council Member Updates

All

Tony mentioned that on Saturday, April 27 there will be a Women's Show held at the old recreation center in Market Common and there will be exhibitor spaces available for nonprofits to sign up for. This is a fun event for the single ladies in the community, men are auctioned off to have a date with the highest bidder. Crystal with Apryl Haden Law is handling the exhibitor space details.

Brian Schmitt shared with the group his idea to bring a cultural Olympics to Myrtle Beach. It would correlate with the Olympics and would be held every two to four years. He noted that this would take a lot of work, but it would be very cool if it could be pulled off!

Thursday, February 29, the Children's Recovery Center is having an open house to celebrate the opening of their Georgetown facility.

Horry County Literacy Council will be holding their annual fundraiser event on Saturday, February 17, at the Dunes Golf & Beach Club. It is a murder mystery dinner called "Dying for Chocolate". More details can be found on their website.

Keith has five service dogs that he is giving away to selected veterans this year and he asked the council for assistance in finding a place to hold this ceremony at. He already has one place secured, Pelicans baseball field, but needs other places to have the celebrations. There is not a time frame for these ceremonies, as long as it's within the year. Once he gives the dog to the veteran, he posts it on his website and has them do a six-month testimonial and then follows up with them in a year to see how everything is going. It usually takes about five years for the dog and veteran to be fully acclimated and for the veteran to completely manage their PTSD.

Meeting adjourned at 4:17 p.m. by Mark Loos.