

## **Supporting Arts Together Council**

### **Feb. 12, 2018**

### **Meeting Minutes**

**Council Members Present:** Diane DeVaughn Stokes, John Morken, Hilary Winburn, Jane Williams, Shannon Farro, Seth Funderburk.

**MBACC Staff Present:** Diana Greene, Cindy Gettig, Diane Charno, Mary Mroz, Amanda Blomquist, Mary Mroz.

*The meeting was called to order at 3:02 p.m.*

Welcome & Introductions - Diane DeVaughn Stokes welcomed everyone and introductions were made. Stokes suggested each of the arts members bring another arts friend to the next meeting because networking with the chamber is helpful.

MBACC Updates –

Cindy Gettig told the council the membership division was renamed to the Business Development Division and that we are now calling members investors. She said we also have combined the Small Business Council and Membership Committee to form the Business Development Committee. Gettig asked the council if they found the free shared table at the Member-to-Member Expo. All agreed it was. Gettig said we'd like to include the arts council with a similar table top expo as part of a future Business After Hours.

Diane Charno told the council about updates made to the website, with thanks to John Morken. She said she's also been talking to Morken about his new initiative – the Grand Strand Arts Trail.

Morken said he's chosen 16 galleries – based on available space in his brochure he said he chose the 16 he's found to be most active, plus some restaurants that have an art gallery feature. He's said he's now trying to figure out how to get this in the hands of the right people and thinks the chamber needs to take the lead on that.

Charno said there are ways it can be promoted online, but said there are limitations to the hotel racks. They are investors and have paid to be in those racks. She said we do have the Airport Visitors Center – where there were more than a million arrivals last year, and said there's consumer shows though those people aren't in market yet. Charno said we can also give contact information for the local hotel investors.

Jane Williams suggested he reach out to recruiters at the hospitals. She said they like to have the art and cultural information as they are reaching out to recruit employees.

Morken said the hospitals won't talk to him.

Williams offered to help Morken make those connections and suggested putting the brochures at the sites he's chosen to put on his trail.

Morken said he'd like to talk to Charno more about what to say to the businesses about what they'll get for their \$100. Greene said because Morken is a member, we can put the brochures in both the Oak Street and airport visitors centers. Charno said she could do a story on VisitMyrtleBeach.com which gets a lot of visitors and can promote it on the Visit Myrtle Beach social sites. She said for his people, he'll want to know how many are being printed and how they will be distributed, so he can tell them they will be at the airport where there more than one million people arrive every year, and then the chamber visitor's center.

Stokes asked if the council if there's anything they can think of that the chamber might be able to do to help them.

The council discussed making sure arts organizations submit their events in GrandStrandEvents.com and in Morken's site TheArtsGrandStrand.org. Charno said getting events in GrandStrandEvents.com is the best way to make sure the chamber knows about what's happening.

Funderburk told the council about upcoming South by Southeast events – the Youngers on March 10 and Billy Wirtz on April 21.

Williams said she will be retiring as executive director at the end of May and Shannon Farro will take over as ED on June 1. Williams told the council about several upcoming concerts including events on April 15, April 25, and Sept. 15. And a golf tournament on June 9.

Hilary Winburn shared the flier for the Horry County Museum's 24<sup>th</sup> Annual Quilt Gala happening Feb. 23-24.

*The meeting adjourned at 4:06 p.m.*