

**Marketing Council Meeting Minutes**  
**February 20, 2015**  
**Myrtle Beach Area Chamber of Commerce Boardroom**

**Marketing Council Members in Attendance:** Jim Creel, Jr, Steve Mays, Bill McGonigal, Phil Vassar, Monty Morrow, Billy Huggins, Julia Singleton, Helen Benso, Sabena Dayton

**Staff in Attendance:** Brad Dean, Scott Schult, Danna Lilly, Mary Mroz, Johanna Hodge, Diana Greene, Kim DaRoja, Jim Wright, Wendy Bernstein

**Others in Attendance:** Josh Williams- Visibility & Conversions

**Call to Order:** Phil Vassar called the meeting to order at 10:34 a.m.

**Meeting Minutes:** Motion to approve was made and seconded. Minutes were approved by all in attendance.

**Real Estate Page on VMB.com**

- Real Estate Advertising on VisitMyrtleBeach.com was presented to council. An enhanced listing consisting of a photo and 300 characters along with a link to their website was proposed. Real Estate agencies with rentals on the same website will not be allowed to participate. Council approved the proposal.

**Sports Tourism Proposal**

- A proposal to start a Sports Tourism Advisory Council was presented. The purpose is to create a unified voice for sports tourism on the Grand Strand to further establish the region as a leader in the area. Representatives will be appointed members from across the area meeting several times per year. Financials, lead and room night goals as well as promotions will remain under the structure of the MBACC committees and BOD.

**Research**

- I-73- Results from a recent survey on usage of i-73 were presented. 57% of respondents said yes, they would use the interstate and 62% said they would pay a reasonable toll to access the interstate.
- International Travel- A comparison chart of the Top 10 countries via arrivals and spending was presented. It compared MB top 10 to the the US. It is a good comparison to not only see what markets are visiting but also new emerging markets at a time when we cut international spending.

**Golf Holiday**

- Representatives from MB Golf Holiday were unable to present today, but another meeting is being set specifically for this. Look for an email with date and time.

**Marketing Update**

- Scott Schult presented an update the market efforts and our top goals for the year including delivering first time visitors with a focus on the shoulder seasons. More than 60% of the media investment will be allocated digitally as media consumption continues to be screen based. 6 out of 10 travelers use video when thinking about a trip which leads us to continue to invest in producing compelling video. We are now not only focusing on the visual but also the audio as we move into 2015 with custom music. Marketing materials posted on myrtlebeachareamarketing.com

**Adjourned:** 11:46 a.m.