



**Marketing Council Meeting Minutes  
July 20, 2017**

**Myrtle Beach Area Chamber of Commerce Boardroom**

**Marketing Council Members in Attendance:** Andy Milovich, Alex Husner, Billy Huggins, Patrick Norton, Sabena Dayton, Ryan Swaim, Matt Klugman, Chris Shroff, David Nelson, Richard Singleton

**Staff in Attendance:** Brad Dean, Scott Schult, Diane Charno, Cindy Gettig, Mary Mroz, Amy Villasenor

**Call to Order:** Richard Singleton called the meeting to order at 10:36 a.m.

**Public Input**

John Bonn Sr, Larry Bond and Sam Lauren spoke on behalf of business owners of the South end of MB regarding several topics.

**Approval of Minutes**

- **Equations Study Overview-** Scott Schult gave an overview of the 2016 Conversion Study including the following bullets:
  - 40% of visitors were first time visitors to the area
  - \$196 ROI on First time visitors
- **Key Metrics update-** Scott Schult gave an update on several new programs including Arrival List and Uber Media. Both of these are new programs devised to give better information on visitor profiles. We also have a program in the pilot stage with Sweetspot to track key metrics that would be available to staff and members.
- **Countering Negative Publicity-** Several survey programs were in acted this summer to see the perception of the Myrtle Beach area and compared to other areas. The first survey was immediately following negative publicity but showed there is brand resiliency to repeat customers. The surveys are scheduled to be done later in the season as well.
- **July Trends-** There has been a lot of community concern regarding July occupancy and ADR. 2013-2016 shows increasing ADR and REVPar although not all properties have seen an increase in Occupancy. It was then stated that a few properties have seen an increase in June and August occupancy.
- **Fall Marketing-** The Chamber is once again using a 60 more days of summer campaign. The 2017 theme is wellness. This campaign will have a 10 week TV run as well as digital advertising and a Fall Media Fam in Sept.

**Adjourned:** 12:23 p.m.