**Marketing Council Meeting Minutes**
**June 17, 2024**
**Meeting In MBACC Boardroom**

**Marketing Council Members in Attendance:** Patrick Norton, Sean Bailey, Jacob Smith, Matt Klugman, Kristin Call, Declan McGonigal

**Staff in Attendance:** Stuart Butler, Bob Harris, Diane Charno, Tiffany Henry, Kelley McDonnell, Denielle Van Dyke, Wes Bilyeu, Johanna Hodge, Jen Brunson

**Call to Order:** 9:01 AM (Meeting did not beginning with a quorum)

**Approval of the Minutes**: Matt Klugman – Motion, Sean Bailey – 2nd – Approved -ALL – approved at close of meeting when quorum was present.

**Groups Update:** The Group Sales Marketing Council Update for April 2024 provided a detailed overview of Myrtle Beach's group sales achievements and strategic initiatives. As of April 15th, the team reported 263 group leads generating 148,414 group lead room nights and 116,688 definite room nights, indicating substantial growth from the previous year. Myrtle Beach was recognized for a 33% increase in meetings in February 2024 by Skift and Knowland, showcasing its growing prominence in the meetings industry. Efforts to engage the Canadian market were highlighted, including participation in the CAA consumer show and collaborations with travel agents. The presentation also covered significant tradeshow activities, upcoming familiarization tours, and sports marketing successes, with Myrtle Beach ranked No. 15 in the Sports Business Journal's annual Sports Cities Rankings. Additionally, bids for future NCAA Championships were submitted, demonstrating a proactive approach to attracting major sporting events. Updates on lodging developments included new constructions and renovations to enhance visitor accommodations, and the launch of a new B2B digital marketplace in partnership with Brand USA and Travel South USA aims to increase the visibility and bookability of local tourism businesses online.

**Marketing Updates** The Marketing Update for June 2024 highlighted various achievements and initiatives aimed at promoting Myrtle Beach as a leading tourist destination. Key aspects of the presentation included the 2023 Annual Report which showcased significant visitor engagement, with 17.6 million visitors generating $12.5 billion in spending, alongside billions of impressions across paid and earned media. The community perspective survey revealed increased resident pride and perception of tourism's positive impact, with a notable rise in residents considering themselves ambassadors for Myrtle Beach. Additionally, the presentation covered successful marketing campaigns like the Myrtle Beach Classic, which drew visitors from over 12 countries and significantly boosted local business patronage. The session also touched on the achievements of recent media campaigns and upcoming events such as the Nintendo's Animal Crossing exhibit at Ripley's and various culinary and cultural festivals.

**Meeting Adjourned**: 9:48 AM, Matt Klugman -Motion, Jacob Smith - 2nd – Approved – All