MBACC's Nonprofit Council Meeting Minutes
Thursday, February 27, 2025

Council Members Present: Teresa Burns, Louise Carson, Cecilia Evans, Tracy Gardner, Jenny Halstead, Whitney Isley, Kathy Jenkins, Joe Kohler, Elizabeth Marlowe, Sue McKinney, Kim McCutchen, Brian Schmitt, Michael Snuggs, Holly Whitman, Todd Wood, Dr. Karen Vassell, Patty Younts.

Staff Present: Shannon Furtick, Amanda Bailey, BJ Beaver, Isabella Cenatiempo.

Meeting called to order at 3:01 p.m. by Shannon Furtick.

Welcome & Introductions — All

Review 2025 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 chamber's 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 over 140 nonprofits in the chamber and over a thousand along the Grand Strand.

Partnership Grand Strand — BJ Beaver

BJ gave an overview of Partnership Grand Strand (PGS) and their relation to the Myrtle Beach Area Chamber of Commerce. PGS is the chamber's nonprofit foundation centering on four pillars to support the community. The pillars include prosperity, talent, place, and infrastructure. They have a five-year strategic initiative designed to accelerate economic prosperity and quality of life for all businesses and residents across Horry and Georgetown counties.

Goals for Council — Shannon Furtick

The nonprofit council's goal is to bring collaboration, education, and networking for organizations. The council has a variety of organizations represented by the nonprofit community. The council's goal is to assist and advise with planning and advocating

different networking events and educational opportunities for the nonprofit community.

Waccamaw Nonprofit Summit Collaboration — Shannon Furtick

The chamber has partnered with the Waccamaw Nonprofit Summit over the past two years to bring additional educational opportunities to the nonprofits in the area. The collaboration is with the Bunnelle Foundation, the Chapin Foundation, Myrtle Beach Area Chamber of Commerce, United Way of Horry County, and Waccamaw Community Foundation.

Upcoming Summits:

Tuesday, March 11 – 9 a.m.-noon
From Vision to Victory: Writing Grants That Win
First Presbyterian Church – 3810 Robert Grissom Pkwy, Myrtle Beach
Speaker: Patrick Patterson

Tuesday, May 20 – 9 a.m.-noon
Effective Donor Stewardship: Building on a Rock-Solid Foundation
Pawleys Island
Speaker: Mary Dell

October - TBA
Full Day Summit
HGTC Grand Strand
More details to come

- There will be multiple breakout sessions. The fee to attend is $25 and covers, registration fees, breakfast, and lunch.

Tuesday, December 9
Holiday Mixer
More details to come

- This will be in conjunction with the Waccamaw Nonprofit Summit. There will also be a social sometime throughout the year during the August or September timeframe.

2025 Meeting Topics, Education, & Speakers — Shannon Furtick

Wednesday, June 4 – 9-10:30 a.m.
Strategic Planning: A Nonprofit Roadmap for Success
MBACC's Boardroom – 1200 N. Oak St., Myrtle Beach
Speaker: Dan Hoppe, Hop2it Consulting

Other ideas?
- Sue suggested having another AI class as AI is ever evolving and there is so much to

learn with the new technology. Shannon mentioned potentially having Wes from Coastal Carolina University speak on it again.
-Shannon asked the group if there were any good topics from the Together SC conference. Legislative efforts and changes for nonprofits were discussed. It was brought up to possibly have a meet and greet with our local legislators regarding nonprofit efforts.
- Fundraising & budget management
- How to find consistent regular donors for your nonprofit
- Learning more about important items to track when grant writing
- Board structure/board development
- Best & worst tips, tricks and operations for organizations
- Learning more about donor platforms, what platforms people are using, and not using.
- How to acquire sponsorships for events
- Planning impactful fundraisers

Nonprofit Expo & Business After Hours
Tuesday, April 15 – 4-6 p.m.
Big Air Trampoline Park
3820 S. Kings Hwy., Myrtle Beach
This is open to the public and all chamber members to attend.

2025 Annual Meeting
Nominations Due – Friday, February 28
Event – Thursday, April 10, 2025 – 5:30-8 p.m.
Marriott Myrtle Beach Resort & Spa at Grande Dunes
8400 Costa Verde Dr., Myrtle Beach
https://www.myrtlebeachareachamber.com/annualmeeting

Leadership Grand Strand Shannon Furtick
Shannon discussed opportunities for the nonprofits to collaborate with the Leadership Grand Strand (LGS) current Class 45 and the future. LGS class 45 will be graduating Friday, May 2 and they want to continue to be involved with local nonprofits and volunteer opportunities. There will be an email sent out to all nonprofits to submit their mission, open board positions, and volunteer opportunities.
Leadership Grand Strand will begin working on the upcoming class 46 legacy project that there will be a submission process for nonprofits to be considered to be a part of for September 2025 to April 2026.
This year's class project is through Abilities Beyond Barriers that provides services and supports to people with intellectual and related disabilities. The class raised around $30,000 to create a fence in outdoor area, pavilion site, picnic tables, and benches for the individuals.

Council Member Updates All

- Kathy with New Directions shared Compassion Through Fashion's 9th annual event happening on Saturday, March 1.
- Whitney with the United Way of Horry County mentioned AARP will be hosting an expo for nonprofits to exhibit for free. The event will be held in September with more details to come.
- Sue with the Barnabas Horse Foundation stated they will have their Kentucky Derby party on Saturday, May 3. They will also have a pickleball tournament on June 7 & 8.
- Karen with the Racepath Community Learning Center stated on March 28 they will have the Phoenix Kids Sneaker Ball event in partnership with Dave & Busters.

Other Business

The next Nonprofit Council meeting will be held on Thursday, July 31 at 3 p.m. in chamber's boardroom – 1200 N. Oak St., Myrtle Beach.

Meeting adjourned at 4:15 p.m. by Shannon Furtick.