Business Development Committee Meeting - Meeting Minutes – May 7, 2024

Council Members Present: Dr. Jessica Greene, Kelli Lane, Cheryl Diebold, Michelle Griffin, Andrew Finch, Kim Fowler, Heather Pui, Gabby Smychynsky, Sven Springwald, Stephanie Warren, Kristy Yelle.

Staff Present: Cindy Gettig, Amanda Bailey, Peggy Masterson.

Meeting called to order at 9:05 a.m. by Dr. Jessica Greene.

Chamber Update — Cindy Gettig

There will be a Fraud Prevention Chamber Academy held on May 16 led by Kelli Tyler, President of Bank of America in Myrtle Beach. Volunteer of the Year celebration will also be held on May 16 at the Train Depot to honor Michelle Griffin and Tom Narducci. On July 18 there will be an Enneagram Assessment session with facilitator Brittany Donatelli-Parks. This will be an Ignite women's event and will cost $15. Another Ignite event will be held on Aug. 29, Headshots and Happy Hour. Kathy Strauss will be the photographer and this event will be held at Bank of America on Oak St. A nonprofit will be chosen for the evening, and we will asks attendees to donate to the nonprofit if they would like. The Ignite Women's Conference will be on Oct. 4.

Workforce Initiatives Presentation — Peggy Masterson

Peggy overviewed PGS and their efforts. PGS focuses on workforce, small business development, policy work and supporting the chamber in their efforts, as well as downtown alliance re-development. BJ Beaver works on workforce initiatives. A new yearly program is starting this week called RISE. It is an internship program that is in partnership with Coastal Carolina University. It gives small businesses the opportunity to write a job description for a summer intern that they need and then CCU reviews it. CCU will try to match students that are looking for internships with similar areas of interest that a business has. In July there will be a reception to celebrate the first cohort of interns that completed the program. Students will give a presentation on what they learned from the internship; this will be open to the public. A location is still to be determined. PGS is also working in the healthcare industry and partnering with HTC for this program. This will most likely begin in the fall. The goal is to grow and keep the healthcare workers here. Trades will also be focused on to try to get interns to participate in these fields as well. PGS has a career readiness program in partnership with Horry County schools that will have business individuals go into different schools and learn about their different programs that they have to prepare the students for the workforce. There are thirteen different schools that have the CTE program. The types of internships that will be focused on will be accountants, financial planners, marketers and social media. Total cost of internship is $5200 for the employer. This pays for the entire process, while also paying the intern. CCU has an HR program called the COBE institute. Students will need to be above average students (AP students), they will go in

a classroom setting to learn about HR and business management. They are put into groups of five, deployed to the company to do a SWAT analysis and then once this is complete they will implement the changes into the business if the owner agrees. For example, one student wrote an entire HR handbook for a small business, others worked on marketing/social media, brand and brand positioning. PGS held three different focus groups on business issues and what the communities' thoughts and opinions were on how to improve these issues. This was held about three months ago and about thirty participants were involved. Two things were important to them, education, and the opportunity to learn how to be better at running their business and what tools are available to them. A lot of small businesses don't feel connected to Myrtle Beach. PGS will be working on a broad-based networking program. They will also partner with eMYRge and the City of Myrtle Beach to create a business incubator within the facility. eMYRge is getting ready to double their space, and PGS would like to have the partnership begin in November. Jenny is the new director of eMYRge. They are working on expanding the space of the offices and providing more rental space. PGS is working alongside them to determine what education is needed for small businesses. The mission statement for eMYRge is being updated. For the next Business Development Committee meeting, Cindy would like to meet at eMYRge to provide the opportunity to learn more about the growth and changes being made and to hear from the Angel Network. Peggy mentioned that their sub-committees for their different pillars are now open for other business members to join and be a part of the groups for anyone interested. The goal is to provide everyone with the opportunity to participate in creating a solution. The hope is that the more people know, the more they will share into the community. PGS is also working with local rotaries to develop a leadership camp for local high schools. They are creating a senior advisory board that relates to growing small business and workforce. They will vet the items that the sub-committee brings forth and help put the items into fruition.

Other Discussion Items — All

Adjourn — Cindy Gettig

Meeting adjourned at 9:59 a.m. by Dr. Jessica Greene.