Business Development Committee Meeting - Meeting Minutes – Nov. 1, 2024

Council Members Present: Kelli Lane, Scott Batts, Lauren Balough, Andrew Finch, Ryan Foultz, Mike Jones, Brandyn Miller, Kate Soltoian, Kristy Yelle.

Staff Present: Cindy Gettig, Amanda Bailey, BJ Beaver.

Meeting called to order at 9:05 p.m. by Kelli Lane.

PcRx Affinity Partnership — Ryan Foultz

Amanda introduced Ryan to the committee. Ryan shared his background and experience of over twenty years in the tech industry. He was born and raised in Conway. He has written a book about cyber security. He owns his own business called PcRx where they offer IT support, telephone systems and cybersecurity. Business email compromise is the highest data breaches and phishing is the highest cybercrime. Ryan offers a variety of services and packages to his clients. He reviewed the packages with the committee and explained what he would offer to chamber members. If a small business experiences a cyber-attack, 75% of them will not be able to survive the damage caused and are forced to close. Ryan described the differences between cyber insurance and a cyber warranty. The biggest difference is claims are typically denied if customers have cyber security. With a cyber warranty, no claims are denied. With the warranty there is coverage up to $500,000. If a chamber member decides to do one of the packages, the additional package for $199 will be free. The chamber will receive 5% back in the first year of that chamber members' agreement with PcRx. Ryan also discussed the penetration tests he does for all his clients, which is an in-depth survey analysis to show what areas are the weakest in that company and needs to be focused on. This service is equal to $1500 but will be free for chamber members. Kelli called for a group vote and the committee cleared the vote and agreed to move forward in the process. The next step will be meeting with the board in January and presenting.

Chamber Update — Cindy Gettig

Senior staff is currently finalizing the strategic plan for 2025. The Ignite Women's Brunch will be held on May 5 at the Marriott. An RFP has gone out to acquire a search firm for choosing of the next president/CEO. The search committee is currently reviewing those search firms that submitted an RFP. The DEI council has now aligned with the Community Engagement committee. Yaritza oversees the committee. There will still be events and education around DEI, it will just be combined with community engagement efforts.

Partnership Grand Strand Update BJ Beaver

Big mixer was a huge success, 187 individuals registered and 130 attended. The goal is to offer this quarterly. PGS is starting a “Small Business is a Big Deal” initiative, where businesses will receive a sticker stating, “I’m a Big Deal”. The goal is to celebrate small businesses in our community. Would like for individuals to take photos and post on social media, PGS will do a weekly drawing and give a gift card weekly to individuals who participate. The hope is to do a larger competition in 2025 that can benefit the businesses, instead of just the individual who posted on social media. Another initiative they would like to start is an accelerator program for small businesses to get to the next level. It would be a chamber academy but heightened and you would go through different portions of a specific topic and do tangible exercises. The Build Something Amazing event was held on November 20. Over 500 graduating high school seniors were bused to Horry Georgetown Technical College to participate in the event. They learned about different trade fields in the area and all they can offer. The students that participated listed to their guidance counselors that they are interested in going into trade fields once they graduate.

Other Discussion Items All

Adjourn Dr. Jessica Greene

Meeting adjourned at 9:40 a.m. by Kelli Lane.