Business Development Committee Meeting - Meeting Minutes – Feb. 5, 2025

Council Members Present: Radha Herring.

Staff Present: Cindy Gettig, BJ Beaver.

Meeting called to order at 9:00 a.m. by Radha Herring.

Welcome and Introductions — Radha Herring

Chair Radha Herring welcomed the committee and introductions were made.

Business Development Overview — Cindy Gettig

Cindy Gettig gave a business development division overview including events, programs and services that are provided for our members. She shared the chamber's mission, vision, and values.

Chamber Update — Cindy Gettig

Cindy also gave a chamber update including upcoming events and dates, as well as sharing that award nominations are now open for the 2025 Annual Meeting.

Partnership Grand Strand Update — BJ Beaver

BJ Beaver, the Business Retention & Development Manager for Partnership Grand Strand shared information regarding many upcoming job fairs in the area. He also shared information regarding their upcoming Big Mixer to be held on February 19 at the General Robert H. Reed Recreation Center.

2025 Programs & Services Discussion — All

Cindy asked the committee to share any ideas for chamber academy classes they felt would be beneficial to members and these were suggested:

- Business insurance needs (nonprofits specifically with things like having D&O insurance, liability)
- AI classes (continues to evolve), Jenny from eMYRge shared that anytime we need someone from the "tech" field to facilitate, she could make the connection.
-Branding (business/personal)
- Panel type events where you have several speakers
- Managing stress and burnout
- Accessibility

Adjourn — Radha Herring

Meeting adjourned at 10:00 a.m. by Radha Herring.