



Advertising/Publicity Committee Meeting Minutes

October 26, 2009

Ad/Publicity Committee Members in Attendance: Bob Barenberg, David Brittain, Dave Carfolite, Craig Conrad, Mike Cousins, Jim Creel Jr., Ted Fortenberry, Lei Gainer, Matt Klugman, Barb Krumm, Chuck Martino, Dennis McElveen, Lauren Morris, Sabena Robinson, Nicole Romano, Roddy Swaim, Barry Thigpen, Jordan Watkins, Susan Hyman

Staff in Attendance: Scott Schult, Kimberly Miles, Bill Rosenthal, Cori Hustler

Other Attendees: Erin Barrett, Jason Manges

Call to Order: Bob Barenberg, Chairperson at 3:00 p.m.

Meeting Minutes: Were not available to approve from last meeting

PR VIP Media Access, Scott Schult

Scott initiated discussion of the media VIP pass as a possible viable tool to hosting media. Erin Barrett with Brandon Advertising and Public Relations would like to use in regional PR push for festivals and events leading up to June 2010. Kimberly Miles provided update on how this would benefit out of market public relations efforts.

Overall positive comments, this would bring an element of professionalism (Bob Barenberg), additional benefit to visiting Myrtle Beach area, make us unique and stand out from other destinations.

Concerns addressed were not having all staff know about VIP pass. There would need to be good communication from management to other staff to recognize look of pass. Pass would only be good for the journalist with an expiration date. Sabena Robinson suggested there is more than one contact person on the pass in case staff doesn't know about it.

Permission was given to proceed with developing it. Brandon will assist with the design and coordinate contacts with Kimberly Miles.

SCPRT Advertising Opportunities, Jason Manges, the Bounce Agency and Tammy Straw-bridge, SCPRT

Jason presented a brief overview of SCPRT's marketing plan and co-op opportunities for 2010.

SCPRT's digital plan will be much larger than in previous years. They will use broadband video, content sponsorships, direct response ads, and social media (banner ads on Facebook). Target markets will be east of the Mississippi river.

SCPRT is launching new branding campaign at DiscoverSC.com. It will be presented at the 2010 SC Governors Conference and launched Feb. 1, 2010.

TV: CBS in 8 US markets, Print: Better Homes and Gardens, Family Circle, Garden & Gun, others, Golf Co-op opportunities, SCPRT e-news

Jason will be back in Myrtle Beach for the Marketing Update on November 11 with additional details. Jason's information and presentation are also available online at <http://scprrt.com/our-partners/advertising.aspx>.

Co-op Advertising, Scott Schult

Scott indicated the Myrtle Beach Area CVB will be participating with some SCPRT advertising co-ops and some of them they will not. Scott will be presenting the Myrtle Beach CVB's media buys in more detail at the November 11 Marketing Update.

If any members have questions about whether a co-op would be viable for them, they are welcome to contact Scott (Scott.Schult@VisitMyrtleBeach.com) or Bill Rosenthal (Bill.Rosenthal@VisitMyrtleBeach.com).

Q1 2010 Marketing, Scott Schult

Scott presented details on the CVB's fall marketing campaign from August 24 - October 18, 2009. He reported as a result calls to the visitor center, unique visitors to the website and referrals were all up. The YTD numbers are also up from last year.

The CVB's Holiday TV Campaign will run October 19, 2009 – November 22, 2009. Scott showed the committee a video of the holiday TV spot.

Marketing Direction will continue to be an online focus with some engagement in Canada. Marketing dollars in regional news sites, travel sites, vacation rental and beach house sites, email leverage. Social media, paid search, Google TV. Scott brought up the idea of a themed campaign such as Disney buy 4 get 3 free. Scott showed new meetings and group print ads.

Open Discussion, All

Dave Carfollite agreed with Scott's view that you need a brand message and themed campaign to compete with other destinations.

Jim Creel Jr. expressed concern about competing hotel offers if you allow more flexibility to hotel to offer as many free rooms as they can give. He preferred a more uniform 'free nights' campaign.

Bob Barenberg touched on how hoteliers are really feeling the positive impact from our advertising, need to figure out how to measure that and get the word out locally.

Leigh Gainer and Sabena posed a value add promotion idea (such as \$100 attractions credit)
A sub committee has formed to come up with value add idea promotion (Sabena, Chuck,
Dave) and present at the next meeting.

Meeting Adjourned at 4:25 p.m.

