



**Advertising/Publicity Committee Meeting Minutes
June 8, 2010**

Ad/Publicity Committee Members in Attendance: Bob Barenberg, Barry Thigpen, Helen Benso, Jordan Watkins, Jim Creel Jr, Chuck Martino, Barb Krumm, Charlie Belissary, Matt Klugman, Craig Conrad, Dave Carfolite, Zeb Thomas, Steven Chapman, Natalie Pruitt, Tiffany Andrews, Sabena Robinson, David Brittain, Dennis McElveen

Staff in Attendance: Scott Schult, Tina Pace, Kimberly Miles, Jamie Foley, Scott Head, Johanna Hodge, Mayia Joiner (intern)

Call to Order: Bob Barenberg, Chairperson at 3:05 p.m.

Meeting Minutes: Approved by all

2010 Advertising Update, Scott Schult

- TDF Receipts 2009 \$1,987,494 and 2010 \$7,345,843
- Destination Promotion:
 - TV – 69 markets, 145,621 spots, 250+ stations
 - MayFest TV – 15 markets, 12,740 spots in six weeks
 - MyrtleBeachMayFest.com: 133,000 unique visits, 300,000 page views 120,000 referrals w/ 60,000 lodging referrals
 - Online Year-to-Date compared to '09: Unique Visits +50%, Referrals +23%, Lodging +30% Call Volume +69%
 - 6-week Avg Performance – Hotel Occupancy +9.2 %, Net Revenue +2.4%; Vacation Rentals' Occupancy +30%, Net Revenue +35%
 - Last Week Biggest for Referrals with 200,000 lodging referrals
 - Trip Advisor named Myrtle Beach #1 Beach and Sun destination in the United States, #5 in the world!
- Media Update
 - Met with key editors and journalists in NY, Boston, Atlanta, DC, Toronto and Niagara Falls
 - Leveraged ongoing CVB member offers to generate publicity for Myrtle Beach area
 - Year-to-Date Media Impact Circ 49,591,428 and 1.3billion impressions; 35% increase over 2009
 - Now pushing Summer deals and last-minute getaways; will be putting together a Fall campaign soon
- Crisis Management
 - Web site being created for crisis situations that will be independent from VisitMyrtleBeach.com and will allow communities to interact and update, with access to all critical information

2011 CVB Sales Update, Scott Head and Johanna Hodge

- 2011 will not produce an out-of-market vacation guide. We will continue to produce the in-market visitor guide and if someone requests information, they will receive a visitor guide
- Lodging will now follow a pay-per-click model which will be more measurable
- Mobile-enabled Web site will be launched for services, activities and dining

Meeting Adjourned at 4:35 p.m.