



**Advertising/Publicity Committee Meeting Minutes
August 26, 2010**

Ad/Publicity Committee Members in Attendance: Charlie Bellisary, Ryan Swaim, Billy Huggins, Annette Shepherd, Charlene Moody, Cindy Singleton, Helen Benso, Barb Krumm, Florence Collins-Brown, Meredith Hart, Leslie Fryar, Lei Gainor, Phil Vassar, Mike Cousins, Craig Conrad, David Brittain, Jennifer Willard, Rick Elliott, Lauren Morris, Dave Carfolite, Lee Camp

Staff in Attendance: Scott Schult, Tina Pace, Johanna Hodge

Call to Order: Billy Huggins, Chairperson at 3:00 p.m.

Meeting Minutes: N/A

Introductions: All

2010 Marketing Review: Scott Schult

- Year-to-date marketing: Uniques +40%, All referrals +20%, Lodging referrals +25%
- Earned media results: print circulation 66,154,7998; Web impressions 1.5b
- Air service deplanements: July +36% year-to-date +14%

2010 Fall & Holiday Program Update: Scott Schult

- \$1.3m budget for July-December (online, TV, print, radio and production)
- \$1m planned for online (predominantly in paid search)
- \$185,000 planned for Fall TV: 11 markets (3 direct air service), 4 weeks (Mid-September to Mid-October)
- \$130,000 planned for holiday TV if dollars become available: 13 markets (4 direct air service), 3 weeks
- \$100,000 planned to support 8 additional direct air service markets, 4 weeks (Sept-Oct) if dollars become available
- Marketing highlights planned for July-Dec: Biggest Loser Challenge; host Fall press trip; expanded research; Web site technology enhancements; Mobile Web development

2011 CVB Package Program Update: Billy Huggins

- 239 advertisers out of 241 from last year have renewed (141 lodging, 98 non-lodging)
- Discussed request made by Chris Shroff at last Marketing Council meeting.
 - Request members be allowed a presence on VisitMyrtleBeach.com at all times, but if not paying the required advertising cost, their link would not be active and would simply include a presentation of the property's URL and/or phone number. This could be used to serve only small members or limit to small property advertisers who cannot afford the larger purchases
- David Brittain made a motion to allow advertisers to stay on VisitMyrtleBeach.com after their clicks have been met but not be active (a dead link.) Seconded by Dave Carfolite. **Motion rejected**
- Meredith Hart made a motion to add 2011 CVB Visitor Guide lodging insert (by way of pdf) on VisitMyrtleBeach.com which will continue to give advertisers a presence even after their clicks have been met. Seconded by Charlie Belissary. **Motion Approved**

Meeting Adjourned at 4:56 p.m. / TDP

Marketing Update Presentation is available online at MyrtleBeachAreaMarketing.com