

**ADVERTISING/PUBLICITY COMMITTEE MEETING**  
**MINUTES**  
**September 1, 2009**

**Ad/Publicity Committee Members in Attendance:** Barb Krumm, Helen Benso, Chuck Martino, Dave Carfolite, Phil Costantini, Barry Thigpen, Rod Swaim, Bob Barenberg, Sabena Robinson, Ted Fortenberry, Tiffany Andrews, Jordan Watkins, Meredith Hart, Craig Conrad, Nicole Romano, Ross Martin, Mike Cousins and Mil Servant

**Staff in Attendance:** Scott Schult, Tina Pace, Colleen Balzotti, Kimberly Miles, Bill Rosenthal, Cori Hutslar

**Call to Order:** Bob Barenberg at 3:00PM

**Meeting Minutes: N/A (first meeting)**

**Co-op Advertising Discussion & Direction**

Surveyed CVB Members on the following:

Interest participating in future coop efforts 94%

Leisure-Online (highest percentage at 52%)

Dec-Feb (most popular time frame at 52%)

Additional interest on VisitMyrtleBeach.com 73%

Scott Schult mentioned an example of a billboard coop to purchase a year of a billboard and swap out creative vinyl bi-annually. Boards would be located predominately on I-95 or in very close proximity. Boards must be out-of-market. TV spots can be used in cooperative advertising, included on-demand TV.

Phil Costantini recommended staff offer a group of various opportunities with different strategies (online, print, billboard, etc) from which members can choose.

Dave Carfolite recommended staff broaden reach of efforts in order to grow pool for the market.

Tiffany Andrews recommended a social media component to interface with online; Schult suggested we add social media to Chamber's educational curriculum.

US Airways co-op – Schult asked Committee for feedback to participate; 6M readers currently and guaranteed cover shot. January will feature top ten destinations and Myrtle Beach will be one of those. Committee felt the content was extremely too long and details were lost in the previous issue. This coop will be a smaller feature but will guarantee 20 pages of editorial.

**Marketing Update, Scott Schult**

Call volume has increased dramatically when TV is on; this summer (May-Aug)we ran longest-ever TV campaign.

Visitation to Web site has lifted each month, but most noticeably in June and July even in a down economy.

Home page survey asks the last time a visitor has been to Myrtle Beach; 32% indicates they have never been to Myrtle Beach, which shows we are attracting new visitors.

Advertiser referrals continue to incrementally grow activity to members' Web sites each month.

Major call-to-action is always to drive traffic to VisitMyrtleBeach.com

Hitwise, a 3<sup>rd</sup> party resource shows VisitMyrtleBeach.com increasing traffic and sustaining traffic, surpassing our competition; this 3<sup>rd</sup> party information adds credibility and confirms our own data. PR efforts have resulted in \$15,216,000 from January-June 2009. Tuesday, September 8 is deadline to submit post-Labor Day packages to Kimberly.Miles@VisitMyrtleBeach.com. By leveraging email lists from our multiple distributions, we have acquired free coverage – such as AOL Travel homepage take-over from 9am-2pm! We received 53,000 unique hits from this free spot. YouTube presence has 16 videos with approximately 45,000 views – all free.

**Fall Marketing Overview, Scott Schult** (Mid-August to Mid-October)

Media mix for fall: 60 % TV, 30% online, 10% other.

TV began running in 41 markets on Monday and will run for six weeks.

Barry Thigpen suggested adding a destination wedding image to our video capture.

Holiday marketing will run 3-4 weeks to showcase theaters and shopping

BeachHouseGiveway.com sweepstakes will run for 12 weeks featuring a :60 TV spot driving sign-ups.

**2010 Advertising Input, Bob Barenberg**

Mil Servant recommended staff think ahead to address the concern of Nielsen pulling markets being removed from our local stations. Barenberg will address this with Council and suggest Legislative Policy Council review concern.

Barenberg asked if Committee was interested in joining efforts for local public relations' communications. Staff will send out an email to gauge interest.

**Meeting Adjourned at 3:40p.m.**

/TDP