



**Myrtle Beach Area Convention Bureau
CVB Group Sales Committee Meeting Minutes
October 11, 2011**

Attendees: Tanya Blanton, Michelle Cantey, Vicki Cooke, Anne Eckenrode, Brenda France, Sally Gomez, Theresa Krieg, Heather Lee, Nancy Lee, Cathy Magee, Brian Monroe, Diane Phelan, Richard Scott, Cherie White, Patti Williams, Eadee Woodcock-Marchese

Staff: Mark Beale, Kim DaRoja, Sandy Haines, Danna Lilly, Elaine Michaud

Absent: Jennifer Capps, Dawn Formo, Suzanne Hinde, Suzanne Hyman, Sharon Kemerer, Sherry Leonard, Diane Phelan, Sheila Suhrer, Debbie Strickland, Jennifer Willard

Lilly called the meeting to order.

Approval of Minutes

Gomez made a motion to approve the minutes from the August 2, 2011 meeting, France second, motion carried.

Trade Show/Sales Trip Recap

DaRoja reported ASAE (American Society of Association Executives held August 6-9 in St. Louis. Ursula Grant attended tradeshow along with Convention Center and Kingston Plantation. This was a three day show and went to a two day format. Traffic steady not great. 47 contacts made – 4 groups looking to place conference for 2013 - 2015 asked to call for RFP's this fall. Also, hosted a client dinner event at Copia Urban Winery for 20 planners, very successful.

DaRoja reported on Affordable Meetings national held September 7-8 in Washington, DC. Ursula Grant attended along with Convention Center, Marriott, Sheraton, Springmaid Beach Resort and Hampton Inn & Suites. 58 contacts with several prospects to follow up on. Traffic was not great – major thunderstorm affected attendance. This year show added TEEM UP component – this was a reverse appointment program where the destinations were invited by the hosted buyers. We had 2 appointments (Joe Cappuzzello with Small Market meetings and Abe Korn with Information Headquarters looking to place a Writer Up convention).

DaRoja reported on Connect Show held August 25-28 in Chicago, IL. This show is a hosted buyer reverse trade show and is in its third year of existence. I traveled with Marina Inn, Sands/Ocean Dunes, Sheraton and the Convention Center. We hosted the Planner Orientation with great attendance of over 200 people and were able to showcase our new video which went over well. The meeting planners in attendance are decision makers/influencers. There were 398 meeting planners in attendance and 711 suppliers. Had a total of 35 appointments and combined with those traveling with me, we had the opportunity to meet with over 150 meeting planners. 5 RFP's have already been sent out from appointments with several more to follow up on in the next several months. Also met with several sports meeting planners that were there. Brought back some possible opportunities for Mark to follow up on for Myrtle Beach.

DaRoja reported on VSAE (Virginia Society of Account Executives) held October 5 – 6 in Richmond, VA. This was a co-op with the Myrtle Beach Convention Center and Kingston Plantation. Unfortunately, the show's attendance was off by approximately 25% from previous years. This was a 1 day – 3 hour trade show which resulted in 13 leads of which 4 are good prospects for Myrtle Beach and 1 is already bringing their annual meeting to Myrtle Beach.

Haines reported on SYTA (Student Youth Travel Association) held August 18-24 in New York City. Eight partners attended; Alabama Theatre, Carolina Opry, Myrtle Beach Seaside Resort, Oceana Resorts Palace Theatre, Pirates Voyage, Ripley's Aquarium and WonderWorks. By the Numbers 963 delegates, 182 appointment taking delegates representing 91 companies, 548 Associate Delegates taking appointments, 28 countries represented. Myrtle Beach had 38 appointments. As of August 30th three leads have been sent out. Working on a FAM for next year, sent out a survey to operators

Lilly reported on TEAMS (Travel Events and Management in Sports) held October 3-6 in Las Vegas, NV. Great show. Event organizers are moving away from bid fees, destinations can build attendance.

Booking Updates

DaRoja reported on the group sales goals report. So far for third quarter total number of leads generated is 242 with total potential room nights of 55,417. Currently at 105% of the 550 lead goal.

DaRoja reported that so far for third quarter there are 45,053 definite room nights booked representing 73% of the 124,575 room night goal.

DaRoja reported that so far for third quarter 156 groups received services with an average rating of 4.91.

Sports Update

Beale reported on Triathlon held on October 8th and 9th. Several factors contributed to the numbers being down, one being last year's event was an Olympic qualifier.

Beale reported on Mini-Marathon being held October 22nd and 23rd. Numbers are up but still need volunteers. 4200 runners registered. Great numbers for 2nd year event.

Beale reported on Cross Country being held December 10th at Whispering Pines. State and regional. 2500-3000 athletes and families.

Beale reported volleyball even in May, approx.. 128 teams.

New fields at Market Common to be finished in December.

2012 Tradeshow Schedule/Roadshow Update

Lilly reviewed proposed 2012 tradeshow schedule. Lilly submitted budget to Brad Dean if we have some more funds to do initiatives. Lilly asked for committee approval on tradeshow schedule. Lee (Nancy) made motion to adjourn France second, motion carried.

Unfinished Business

Lilly announced next committee meeting December 6th at 2:30.

Lee (Nancy) made motion to adjourn France second, motion carried.