



**Myrtle Beach Area Convention Bureau  
CVB Group Sales Committee Meeting Minutes  
December 7, 2010**

**Attendees:** Chris Butler, Michelle Cantey, Dawn Formo, Brenda France, Suzanne Hinde, , Bob Jewell, Heather Lee, Nancy Lee, Brian Monroe, Wim Pastoor, Leon Williams, Eadee Woodcock-Marchese

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

**Absent:** Debbie Daniels, Pat Emmons, Hatton Gravely, Suzanne Hyman, Sharon Kemerer, Richard Scott, Pam Shelley, Bill Sigmon, Debbie Strickland, Patti Williams, Bridgette Wilson

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Jewell called the meeting to order.

**Approval of Minutes**

Butler made a motion to approve the minutes from the October 5, 2010 meeting, Hinde second, motion carried.

**Trade Show Recap**

Haines reported on OMCA (Ontario Motorcoach Association) held October 31 – November 3 in Niagara Falls, Canada. Attended along with 9 partners. First time sponsorship. Booth was right outside marketplace. Presentation at board meeting. 40 scheduled appointments. Great show.

Haines reported, on NTA (National Tour Association) November 13 -17 in Montreal, Canada. Last year's show was questionable. Attended with 3 partners. 36 scheduled appointments. 5 leads already sent out. Really good show.

Beale reported on TEAMS (Travel, Events and Management in Sports) held October 18 - 22 in Charlotte, NC. Big show in sports market. CVB's and sports commission show.

Beale reported on AAU (Amateur Athletic Union) held October 25 - 29 in Puerto Rico. Not a great show. Show is every other year. Show could be better. We don't have a strong AAU presence in Myrtle Beach.

Beale reported on USSSA (United States Specialty Sports Association) held November 14 – 20 in Daytona, FL. This is more of a relationship show. Amateur groups, kids i.e. softball, corn hole, etc.

DaRoja reported on Rejuvenate held October 18 – 21 in Louisville, KY. Leanne Barnes and Ursula Grant attended this tradeshow. Religious type tradeshow. We sponsored opening breakfast. Great representation from Myrtle Beach with eight partners attending. 60 appointments.

### **Room Night/Lead/Services Report**

DaRoja reported on the group sales goals report. For fourth quarter total number of leads generated is 88 with total potential room nights of 17,799. Currently at 101% of the 511 yearly lead goal.

Barnes reported that for fourth quarter there were 22,385 definite room nights booked, representing 97% of the of 114,750 room nights goal.

### **2011 Group Sales Marketing Plan**

Lilly reviewed 2011 Group Sales Marketing Plan. The CVB will be attending 20 tradeshows in 2011 ranging from small intimate prescheduled appointments to large national conventions which allow for many networking opportunities.

Lilly discussed sales missions and client events. Would like to dig deeper in the Atlanta, DC and OH area for sales missions.

Lilly discussed MAM FAM 2011. Monday after the Masters. Looking to bring 25 qualified meeting planners to the area to spend one day as a spectator at MAM and fill the remainder of their schedule with site visits around the area. The FAM trip will be April 9 – 11.

Lilly discussed that the 2011 CVB website will be able to measure click throughs to members from groups. 2011 proposed group advertising allocations \$400,000 to print with online components and \$200,000 going towards internet. Total budget is \$600,000. There is a little more flexibility with online placement.

### **2011 Goals**

Lilly reviewed 2011 group sales goals. Meeting/Convention lead generated goal is 150 with a definite room night goal of 26,675. Sports leads generated goal is 25 with a definite room night goal of 46,000. Tour & Travel leads generated goal is 70 with a definite room night goal of 19,000. SMERF leads generated goal 290 with a definite room night goal of 17,900. International definite room night goal is 15,000. Committee approved goals as is.

### **UK Research Project**

Michaud reviewed UK Research Project that is being conducted by Red Shift. It consists of 1000 online surveys. Then there will be two focus groups of eight people. One group will be people who have been to Myrtle Beach and the other group will be people who have not.

### **Unfinished Business**

Jewell announced next committee meeting February 1<sup>st</sup> at 2:30.

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