



**Myrtle Beach Area Convention Bureau
CVB Group Sales Committee Meeting Minutes
February 2, 2011**

Attendees: Chris Butler, Michelle Cantey, Brenda France, Suzanne Hinde, Suzanne Hyman, Bob Jewell, Sharon Kemerer, Heather Lee, Nancy Lee, Brian Monroe, Wim Pastoor, Richard Scott, Bill Sigmon, Patti Williams

Staff: Mark Beale, Kim DaRoja, Sandy Haines, Danna Lilly, Ursula Grant

Absent: Debbie Daniels, Pat Emmons, Dawn Formo, Hatton Gravely, Pam Shelley, Debbie Strickland, Leon Williams, Bridgette Wilson, Eadee Woodcock-Marchese

Jewell called the meeting to order.

Approval of Minutes

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

Group Sales Analysis

Bill Geist and Dave Nolan outside consultants here to review the area potential for the group market. Will be meeting with folks in the industry in the next couple of days. Will have the results back in 6 to 8 weeks.

Trade Show Recap

Grant reported on IAEE (International Association of Exhibitions and Events) held December 7-9, 2010 in New Orleans, LA. Attended along with the Convention Center. Targets planners who organize large conventions. Traffic was ok. Questions on airport able to discuss airport expansion. 15 contacts made.

Granted reported on Association Forum of Chicago held December 14, 2010 in Chicago, IL. Attended along with the Convention Center. Not a busy tradeshow due to bad location, affected by weather. 20 contacts made. Will not be attending tradeshow in 2011.

Grant reported on SCSAE (South Carolina Society of Association Executives) held January 27th in Columbia, SC. Had Myrtle Beach block and attended with 13 partners. This show is more a PR presence since the association members are more or less familiar with the area. 55 contacts made.

DaRoja reported on AENC (Association Executives of North Carolina) held December 9, 2010 in Raleigh, NC. One day show. Went along with the Sheraton. 31 contacts, 5 strong leads. Great show.

DaRoja reported on RCMA (Religious Conference Management Association) held January 25 – 28th in Tampa, FL. Attended along with Sheraton, Sands Resort, Hampton Inn & Suites Oceanfront, Springmaid and Convention Center. 560 exhibitors with 450 meeting planners in attendance. Great opportunity to use new exhibit booth, which was well received. Feedback was that it was one of the best that the show has been in the past.

Beal reported on USATF/Sports Update. December 9 – 12 went to Hoover, AL with the Cross Country LOC to observe the Cross Country meet that we will be holding in Myrtle Beach next year in December. It was a great trip because we were able to see things that we can do a better job of. We interviewed athletes and parents for their suggestions. The fact that we can house a lot of these activities under one host hotel will create a better experience for the athletes and their families.

Haines reported on ABA (American Bus Association) held January 8 – 12 in Philadelphia, PA. Attended with 23 partners. Sponsored opening breakfast which was well received. Sandy and Elaine had a total of 100 appointments.

2010 Year End Report

DaRoja reported on the group sales goals report. For 2010 the number of leads generated was 535 with total potential room nights of 112,878. Ended the year at 105% of the 511 yearly lead goal.

DaRoja reported for 2010 the definite room nights booked was 114,750. Ended the year at 102% of the of 114,750 room nights goal.

Marketing Update

Lilly mentioned new 2011 meeting & group planner guide. Asked if you noticed anything that is not correct in the guide to please let us know for we can update the online version.

Lilly reviewed the print media plan. Brandon Advertising will continue to sell co-op packages.

Lilly reviewed paid search push campaign, which began in the second week of January. It has been a learning curve for Bill Rosenthal (website consultant). We are finding out that a lot of destinations out there are not doing this. Bill is buying words around the different tradeshow names so that Myrtle Beach pops up on the page. We have noticed an increase in the amount of downloads of our guide as well as RFP's submitted. In summary, over 1,000 key words total for group. Majority in push campaigns general industry key word buys. Small amount in capture campaign searching Myrtle Beach. 8 to 12 keywords on industry shows. Will try to have Scott Schult at the meeting in April to present some numbers.

Project Update

Lilly discussed MAM FAM 2011. Deadline for submission was 1/31. Will be going through submissions and finalizing the qualified meeting planners for Myrtle after the Masters. The FAM trip will be April 9 – 11.

Lilly mentioned DC trip. Schedule a three part trip along with board members. A legislative, media and group trip. Amie Lee is coordinating and will be sending out information soon.

Unfinished Business

Lilly presented the revised 2011 tradeshow schedule. Three Smart Mart shows were added.

Jewell announced next committee meeting April 5th at 2:30.

Hinde made motion to adjourn Pastoor second, motion carried.