

**Myrtle Beach Area Convention Bureau  
CVB Group Sales Committee Meeting Minutes  
April 16, 2010**

**Committee Attendance:**

Charlie Bradshaw, Anne Eckenrode, Pat Emmons, Cheryl Holowacz,  
Cindy Hull, Brian Monroe, Pam Shelley

**Staff Attendance:**

Danna Lilly, Leanne Barnes, Sandy Haines

Bradshaw called the meeting to order.

**May Event Update:**

Lilly presented PowerPoint of events to be held in May; Business & Restaurant Expo April 28, Art & Film Celebration May 1, Beach Music Event/Boardwalk Ribbon Cutting May 15, Beach Blast! Christian Music Festival May 22, Memorial Day Festival May 29

**Trade Show / Event Recap:**

Barnes reported on GAMPI (Meeting Professionals International Georgia Chapter) held February 11 -12, 2010 in Atlanta. 18 contacts made. Slow tradeshow.

Barnes reported on Southeast Marketplace (Successful Meetings) held February 21-24, 2010 in Atlanta. Ursula Grant attended tradeshow for Barnes. Had 17 appointments, definite interest.

Barnes reported on Destinations Washington held February 25<sup>th</sup> in Washington, DC. Attended with MB Convention Center. 46 contacts made. Always a decent show.

Haines reported on Bank Travel held February 6-9, 2010 in Milwaukee. 45 appointments, attended with Sea Mist Resort, and Alabama Theatre.

Haines reported on UMA held February 23-27, 2010 in Las Vegas. Attended with Alabama Theatre, Myrtle Beach Hotels, Springmaid, Myrtle Beach Seaside Resorts and The Palace Theatre. No appointments – we had about 40 tour operators that came by our booth, most were operators that we have already met. UMA will be merging with NTA in 2013.

Haines reported on Travel South held April 10-14 in Birmingham AL. 45 Appointments. Attended with Myrtle Beach Seaside Resorts, Days Hotel Surfside and Strand Development. Operators come to our booth for appointment Myrtle beach sponsored staplers for the entire delegation of about 700 we were the only ones that had a tangible item in our welcome bag SC sponsored a dine around. We had 23 operators.

Lilly reported on ITB held March 10 – 14, 2010 in Berlin, Germany. Hosted luncheon for operators in London and hosted dinner for operators in Berlin. The largest international conference, 26 exhibit halls. Book incentive/FAM trip for Fall 2010 with Meier Weltiesen

### **Project/Sponsorship Update**

Lilly reported on meeting planner incentive, Myrtle Beach Rewards. Incentive runs through August 31, 2010, must be consumed by December 2011. More information about program can be accessed on [www.visitmyrtlebeach.com/rewards](http://www.visitmyrtlebeach.com/rewards)

Lilly reported on Atlanta Client Event held February 24, 2010 at Phillips Arena. 40 planners in attendance, i.e. Georgia Family Physicians, Southern Arts Federation, Natural Funeral Directors & Morticians Association, Alston & Byrd and NAACP. Presentation on the Myrtle Beach area was given and then watched basketball game in a suite

Barnes reported on MPI Mid America (KY, IN, OH chapters of MPI) held March 20-24, 2010 in Ohio. Attended with Springmaid, Kingston Plantation and MB Convention Center. Went well, had chance to speak to group and show our video. Worth doing again to keep a presence and continue to work this area.

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

Barnes reported on the group sales goals report. So far for second quarter total number of leads generated is 17 with total potential room nights of 5,203. Currently at 32% of the 511 lead goal.

Barnes reported that so far for second quarter there are 1,306 definite room nights booked, representing 17% of the of 114,750 room nights goal.

### **Upcoming Projects/Sponsorships:**

Lilly reported on upcoming Projects and sponsorships.

- Volunteer Database
- MPI Pittsburgh – 4/28 Monthly meeting, sponsoring luncheon
- VSAE – 5/5-5/7 – annual meeting, sponsoring breakfast.
- Tradeshow Co-ops. List goes out in July for 2011
- May 25<sup>th</sup> International Sales training seminar at Sheraton. Email to go out.

### **Unfinished Business:**

Bradshaw reported next meeting: Tuesday, June 1st at 2:30pm.

