

**Myrtle Beach Area Convention Bureau
CVB Group Sales Committee Meeting Minutes
August 4, 2009**

Committee Attendance:

Charlie Bradshaw, Chris Butler, Christy Cochran, Phil Costantini, Anne Eckenrode, Pat Emmons, Kay Grant, Suzanne Hinde, Cheryl Holowacz, Theresa Krieg, Kim Lewis, Pam Lexner, Heather Orr, Pam Shelley

Staff Attendance:

Danna Lilly, Leanne Barnes, Roy Edmondson, Sandy Haines, Elaine Michaud, Ursula Grant

Bradshaw called the meeting to order.

Freestyle Music Park:

Presentation by Leslie Moloney and Pam Lexner from Freestyle Music Park

Approval of Minutes:

Costantini made a motion to approve the minutes from the June 2, 2009 meeting, all second, motion carried.

2009/2010 Goals:

Lilly reviewed goals. Goal for 2008 was 600 leads, actual was 465. Goal for 2009 for leads is 525. Added in a room night goal. Bradshaw raised a question in regards to the sports goals from 2008/2009 to 2009/2010. Costantini made a motion to approve 2009/2010 goals, Cochran second, motion carried.

Trade Show / Event Recap:

Barnes reported on HCEA (Healthcare Convention & Exhibitors Association) held June 13-16, 2009 in Tampa, FL. Attended with the convention center. Made 18 contacts. Looking at bring event to Myrtle Beach in 2011 at the convention center.

Barnes reported on MPI-WEC held July 12-14, 2009 in Salt Lake City, UT. Attended with the convention center. Small turnout economy the case? Talk of going to set appointments. Made 12 contacts.

Haines reported on TAP (Travel Alliance Partnership) held May 30-June 4, 2009 in Rapid City, South Dakota. Suppliers must be invited by an operator. Had 28 prescheduled appointments. Attended with 5 Myrtle Beach partners; Alabama Theatre, Palace Theatre, Carolina Opry, Ripley's Aquarium, Sea Mist Resort.

Room Night/Attraction Report:

Grant reported that for April, 13 hotels reported hosting 240 groups with a total of 17,712 group room nights. Six attractions reported hosting 243 groups. For May 15 hotels reported hosting 277 groups with a total of 21,185 group room nights. Five attractions reported hosting 159 groups. For June 18 hotels reported hosting 270 groups with a total of 23,937 room nights. Five attractions reported, however one of those reporting put in all zeros, need a minimum of five for reporting.

Upcoming Projects/Updates:

Lilly reported staff updates. Roy Edmonson will now be dedicated solely to sports tourism efforts. Melanie Doty with MDS Services has been contracted to handle SMERF and prospecting for the meeting/convention market.

Lilly reported on the combined Meeting/Group Planner Guide. An email will be sent out with instructions on how to complete the grid information. The guide will be in circulation by mid-January 2010.

Lilly reported on sponsorships. Will be sponsoring breakfast at ABA January 17, 2010. Email will be going out with further details. August 27-30 Lilly and Grant will be attending and sponsoring an event at Connect Marketplace in Las Vegas. This is a SMERF type show, with groups requiring 350 or more rooms.

Edmondson reported on new and potential sports groups for the area - USA Triathlon November 11 – 12, 2010 approximately 2,000 – 3,000 athletes. USA Judo May 2010 approximately 1,000 athletes. Road Race, half marathon October 2010. USA Track & Field 2011.

Unfinished Business:

Lilly suggested changing name of Convention Bureau to CVB – Group Sales as our markets reach beyond convention and group sales more appropriately defines our efforts. Committee approved.

Bradshaw reported next meeting: Tuesday, October 6th at 2:30pm.