

**Fulfillment Committee Meeting  
June 2, 2011**

**Committee Attendance:** Phil Vassar, David Olive and Mindy Chrastil

**Staff:** Scott Schult and Johanna Hodge

**Call to Order** – Phil Vassar at 3:00pm

**2012 CVB Recommendations** – Staff presented the following items for discussion:

Drop late ad **fee**; keep policy in place concerning deadlines but no fee, more manageable less of an issue, due to economic times, implemented by Marketing Council. Olive made motion to accept policy change, Chrastil seconded.

Some requests from fixed fee members the past 2 years about being listed on map, currently only volume participants listed; recommend listing both volume and fixed based members, more visitor friendly, also correlates with members listed in coupons Chrastil made motion to keep volume only, Vassar seconded. Olive voted no.

SeeMyrtleBeach.com – available to volume and fixed based advertisers, goal is to grow program, decision on economics and not on whether volume or fixed based. Chrastil made motion to keep volume only, Vassar seconded. Olive voted no.

Add new incentive for dining members at silver level and up, include vendor space at Flavor Event. Olive made motion to accept new incentive, Chrastil seconded. Vassar would like staff to look into possibility of including bronze and budget levels also; staff will check with department on budget.

Cover stock for Visitor Guide (Digest) – Currently cover is printed on a 7 point gloss, recommend switching to Smooth Matte U.V.; offers excellent color and saturation, stack and rack distribution better, pricing is equal. Olive made motion to change cover stock of digest guide, Chrastil seconded.

Offer an additional coupon option – Mobile, currently offer printed and online versions, member will need to accept mobile offer from consumer. Committee agreed.

Add new level – Starter Package available to non-advertiser only, \$999 – 1,000 clicks. Olive made motion to accept new starter package option, with addition of – for additional clicks must buy the same or increase to a level package; Chrastil second.

Quantity of 8-page lodging inserts (increase from 100,000 to 125,000?). Staff stated number may change but would not increase overall quantity of digest guide just insert.

**2012 CVB Rates-** Presented proposed rate sheet for each level. Staff recommendation is to increase non-lodging rates by 2%, increase to offset fuel surcharge and paper. Recommend no rate change for lodging members. Chrastil made motion to accept recommendations, Olive seconded.

Meeting adjourned – 4:15pm

/jh