

MARKETING COUNCIL

Meeting Minutes

September 23, 2009, Crown Reef Resort Conference Center

Marketing Council Members in Attendance: Billy Huggins, Ross Martin, Bob Barenberg, Ryan Swaim, Nate Anderson, Woody Crosby, Charlie Bradshaw, Mark Lazarus, Phil Vasser, Frans Mustert, Bill McGonigal

Other Attendees: Chris Geiger & Chris Cornelius of Barrington Broadcast Group

Staff in Attendance: Brad Dean, Scott Schult, Johanna Hodge, Danna Lilly, Tina Pace

Call to Order: Ryan Swaim at 10:35 a.m.

Meeting Minutes: Approved by all

Review of Electronic Votes - Change to meeting minutes from June 10. Unanimous approval

Barrington Broadcasting Group, presented by Chris Geiger & Chris Cornelius (Central New York)

- Presented overview of Central New York advertising capabilities
- 3 markets, 3 networks. Nearly 600k households with + 1.5m viewers
- CNYCentral.com with interactive weather radar
- NBC Weather Plus – Central NY's 24-hour local weather station
- Hard copies of presentation available upon request (request from Tina Pace)

Marketing Allocations for FY 2009-10, presented by Brad Dean

Marketing categories mix to show functional allocation, including all programmatic dollars (salaries not included). No action required but Council should review and make change recommendations if necessary

Leisure (including fulfillment)	57%
Golf (including Golf Holiday funding)	15%
Group	9%
May Promotion/Publicity	6%
Events/Festivals (net)	3%
International	2%
PR	2%
Research (largest % to-date)	2%
Other Marketing	3%

Barenberg asked if 2% is enough for PR to make a difference. Dean recommended future discussions take place for larger budget next year and acknowledged a probable need in this regard.

Crosby raised the question of international advertising, exclusive of Canada; recommend we grow presence. Dean informed Council an International Task Force was recently established to research best ways to grow European market. Bob Barenberg and Frans Mustert serve on Task Force and other Marketing Council members are invited to join.

Review Proposed Festival/Event guidelines, presented by Brad Dean

Staff seeks Council's affirmation of current recommended metrics/guidelines and use as a standard for all incoming requests. Minimum guidelines must be met for initial review. Mustert recommended all incoming requests must apply for Atax funding before being presented to Chamber. Council is in

agreement w/ general guidelines presented and recommends staff begin using proposed guidelines immediately.

Non-Advertisers' Presence on Web Site, presented by Brad Dean

Request was made from a local business, non-advertiser, to be included on VisitMyrtleBeach.com. If they are receiving benefits from site, they should pay the fee.

City Councilman requested all businesses paying 1% tourism tax be included at no cost on VisitMyrtleBeach.com. Marketing Council all agreed this would be counter-productive and inhibit the usefulness of our Web site to consumers.

Funding update, presented by Brad Dean

SCPRT approved \$5m Destination Marketing Grant, expected to pro-rate \$6.5m request.

Golf Holiday Funding, presented by Brad Dean

MBACC will fund Golf Holiday out of certain types of public funding. Golf Holiday will present twice a year to provide updates. Golf Holiday cannot decrease private funding, especially with matching needs for state funding. Before funding % changes, a recommendation will be presented to Marketing Council. Funding to Golf Holiday will be discussed annually with the Marketing Council.

Meeting Adjourned at Noon.

***Next meeting will be November 4, Noon-2:00 p.m. in the Chamber boardroom. Lunch will be provided.**