



**City of North Myrtle Beach
1018 Second Avenue South
North Myrtle Beach, SC 29582**

NOTICE

**North Myrtle Beach City Council will attend the September 20-22
NMB Chamber of Commerce “Leadership Planning Retreat”
at The Wilcox, Aiken, SC**

SCROLL DOWN FOR AGENDA



NORTH MYRTLE BEACH
CHAMBER OF COMMERCE
Convention & Visitors Bureau

“Accelerating Our Future Through a Shared Vision”

Leadership Planning Retreat

September 20-22, 2017

The Willcox in Aiken, SC

Day One / Wednesday, September 20

4:00 – 5:00 p.m. **Registration**

Day Two / Thursday, September 21

7:00 – 8:00 a.m. **Breakfast**

8:00 a.m. **Welcome**

Scott Ellis, Chairman of the Board

Marc Jordan, President & CEO

North Myrtle Beach Chamber of Commerce, CVB

8:30 – 9:30 a.m. **Session 1 / Keynote**

“Boldly Going Where North Myrtle Beach Has Not Gone Before”

Denise Ryan, MBA, CSP

Fire Star Speaking

9:30 a.m. **Break**

9:45 – 10:30 a.m. **Session 2 / Presentation**

“Uniting Behind a Common Vision”

Tripp Muldrow, AICP, President

Arnett Muldrow & Associates, Ltd.

10:30 a.m. **Break**

10:45 – 11:45 a.m. **Session 3 / Panel Discussion from Aiken Team**

“Sharing a Community Vision”

Rick Osbon, Mayor, City of Aiken

John Klimm, City Manager, City of Aiken

Charlie Hartz, Chair, Board of Directors, Aiken Chamber of Commerce

Mandy Collins, VP of Economic Vitality, Aiken Chamber of Commerce

Question & Answer Session

11:45 a.m. **Break / Set up for Session 4**

12:00 – 1:00 p.m. **Working Lunch**

The Willcox

Session 4 / Update from CVB Advertising Agency of Record

The Power of “Place”: The Creation of Our Destination Brand

Andy Windham, SVP, Director of Client Strategy

Crawford Strategy

(North Myrtle Beach Chamber of Commerce, CVB, Advertising Agency of Record)

1:00 – 2:00 p.m. **Break**

2:00 – 4:00 p.m. **Trolley Tour of Downtown Aiken**

Aiken Trolley Tours

6:00 p.m. **Dinner**

Trio Bar & Kitchen, 222 The Alley

Downtown Aiken

Day Three – Friday, September 22, 2017

7:00 – 8:00 a.m. **Breakfast**

8:30 a.m. **Welcome / Prior Day Review**

9:00 a.m. **Session 5 / Update on Advocacy Efforts**

“Advocating a Shared Vision”

A. State Perspective:

Richard Davis, President

Capital Consultants, Inc.

B. Federal Perspective:

Bill Crowther, Economic Developer

Office of Congressman Tom Rice

9:30 a.m. **Break**

9:45 a.m. **Session 6 / Report from Chamber, CVB and City of NMB Leadership**

“Leading Our Future Through a Shared Vision” - Part 1

Scott Ellis, Chairman

NMBCOC, CVB Board of Directors

Marilyn Hatley, Mayor

City of North Myrtle Beach

10:15 a.m. **Break**

10:30 a.m. **Session 7 / Report from Chamber, CVB Council Chairs**

“Leading Our Future Through a Shared Vision” - Part 2

Membership Council, Jonathan Fussell, Chair

Public Policy Council, Stewart Brown, Chair

Economic Development, TBA

Convention & Visitors Bureau, Brandon Cox, Chair

Finance, Ed Horton, Treasurer

Building North Myrtle Beach 2.0, Jim Smith, Chair

NMB Chamber Foundation, Scott Ellis, Chair

11:15 a.m. **Break / Set up for Session 8**

11:30 a.m. **Working Lunch**

The Willcox

Roundtable Discussion

12:30 p.m. **Session 8 / Review of Retreat / Summary**

“Accelerating the Future Through Civic Entrepreneurism”

Bryan Derreberry, President & CEO (Via video presentation)

Charleston Metro Chamber of Commerce

1:30 p.m. **Adjournment**