

From: CC Hoagland  
Sent: 2/27/2016 12:27:01 PM  
To: David Hucks  
Cc: brad.dean@visitmyrtlebeach.com; John Pedersen; John Rhodes;  
Tom.Rice@mail.house.gov; Haley, Nikki; Scott.schult@visitmyrtlebeach.com;  
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eweaver@thesunnews.com; scott brandon; pbrowning@postandcourier.com;  
Brian Tolley; Scott Thompson  
Subject: Re: Trolls on our Social Pages Messaging our Fans

David I receive and read all your news.

My comment unrelated to this is as follows and directed to Brad dean who knows me.

Chamber of commerce is supposed to be a purely local and soul mission is to help local members prosper in the community that's it no more no less. It's supposed to live off members dues and not be in any business whatsoever. A chamber should not receive any tax monies as a private business league. A CVBs DMO should be totally separate and receives tax monies to simply promote and market the community to build visitation for tourist, meetings and conventions. It should also live off of a fair percentage of those tax monies to invest that money. I can tell you 44 employees and Millions in overhead plus Brad Dean being paid 300k plus perks, travel etc etc maybe reaching a pay package of 400k is simply massive abuse and waste of members and tax payers monies. Brad Dean Ned's to be audited ASAP to break the secrecy and see where every penny is going ????? Same insanity is going on in Hilton head and Charleston. This must and will come to an end !!!!!

Fact is a chamber and DMO is not supposed to be in any business whatsoever and just fully support local members and DMO because it uses tax monies promote the entire community who provides these tax dollars. Not up sell advertising to favor some over others and use many of the 44 employees to run a for profit media business. This is extreme abuse and violating to local media who depend on the support of a chamber not compete and try to put its media members out of business this is extreme abuse and insanity. Chamber should have 5-8 employees max and an executive director paid 60-80k not 44 employees and 300k executive salary. DMO cvb should have a separate executive director paid 80-100 k with 4-5 employees if it receives 10m maximum 500k for all Overhead and 9.5 m all spent to promote and market MB. Plus every penny accounted for since its public monies. Sc foia laws compliance , an annual independent audit at 35k deducted from the 10m. Mb chamber like many CVBs Dmos is operating in violation and secrecy and must be forced to be transparent and operate properly.

The reality is with your current excessive salaries and overhead with massive

abuse if you had no cvb DMO, MB would still get 10 m tourist per year. Visitation is built by local residents, their guest, families, repeat visitors, word of mouth, independent marketing efforts of all hotels, resorts, golf courses, rental companies, local media and amenities like your beach, attractions and their marketing efforts.

MB chamber , Hilton head chamber and Charleston cvb have all become a massive for profit media disguised as a non profit operating illegally, in secrecy and all self serving self dealing.

The Greater Bluffton chamber is the gold standard model on how a local chamber should operate. A chamber should have nothing to do with a cvb DMO they must be totally separate with separate boards. A chamber board made up of local businesses bankers, lawyers, Doctors, plumbers, electricians Etc . A DMO cvb board made up of marketing and promotion experts.

Both MB and Hilton head have a comingled chamber cvb DMO hybrid that is causing all the abuse and problems. Only 5% of all chambers CVBs DMO operate this way in the entire USA. 95% of all cities have a totally separate chamber and cvb !!!!!!!

Brad Dean is refusing Sc foia laws and a true independent audit ??? Why does he have something to hide ??? Please note when palm beach cvb had an audit of their so called independent audit done, it resulted in the discovery of 1.6 million in embezzlement and the executive director went to prison for 10 yrs . Brad Dean should not get one more penny of the 10m until he opens up the books. Volunteers to be fully transparent, accountable and provide proven performance measures. Thanks

Sent from my iPhone excuse all typos and misspellings

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On Feb 27, 2016, at 11:28 AM, David Hucks <[david@myrtle-beach.com](mailto:david@myrtle-beach.com)> wrote:

John and Brad,

8 of our fans reached out to us yesterday stating that they were being back