

ACCOMMODATIONS TAX ADVISORY COMMITTEE

3 YEAR TERM

4/hospitality (2/lodging industry)
1/cultural organization

MEMBER	ADDRESS	PHONE#	APPT. DATE	EXPIRATION	TERM #
Mary Frances Tall			1/14/2014	2/22/2023	5
Jeffrey Urso			5/14/19	5/14/2022	1
Joseph E. Washington			1/14/2014	2/22/2023	4
Jamie Broadhurst			5/14/2019	5/14/2022	1
Mary B. Henry			1/23/2018	2/22/2024	6
Thomas C. Moore			1/23/2018	2/22/2024	4
Betty Ann Mills			1/22/2013	5/14/2022	3

NOTE: City Residents are highlighted in blue.

Mr. Washington has moved out of the area. On file are the resumes of Weston Parker (Non-Resident), Jerome Christia, Ph.D. (City Resident), Clay Nance (City Resident), and Paul Garcia (City Resident). This seat's expiration date will remain on February 22, 2023.

January 3, 2022

To Whom it May Concern:

I am interested in serving on the Accommodations Tax Advisory Committee. I feel confident that my 9 years of experience in the hospitality industry, knowledge of the community, and passion to develop the Myrtle Beach area will be able to make positive contributions to the tax advisory board. I will strive to give to the best of my ability's helpful recommendations to the committee and City Council for distribution of Accommodations Tax funds for tourism-related activities and services.

Please do not hesitate to contact me with any questions and thank you for your consideration.

Best Regards,

Weston Parker

WESTON PARKER
ELLIOTT REALTY
1902 NORTH OAK ST
MYRTLE BEACH SC 29577

Weston Parker was born and raised on a horse farm in a little area called Wampee located a few miles outside of North Myrtle Beach, SC. He grew up helping with the family business which entailed giving horseback riding lessons, youth summer camps, and trail rides for tourist. He graduated from North Myrtle Beach High in 2008. Throughout high school he was the student body president, played basketball, ran cross country, and track. He won his region in many of the track events and cross country. He then went to Clemson University graduating in 2012 with a management and finance degree.

Weston got his real estate license in 2013 and started work with Elliott Beach Rentals. Since then, he has progressed to become the Operations Manager of the Myrtle Beach division (MyrtleBeachVacationRentlas.com). He enjoys providing guest with great experiences while helping homeowners reach their financial goals.

Weston has been with his amazing wife (Rachel) since freshman year of Clemson, has a son (August) who is 17 months old, and dog (Niyah) who he's had for 13 years. Weston loves his community where he strives to give back when able. He is an active volunteer at the Boys & Girls Club of the Grand Strand, through Freedom Readers, tutoring kids that need assistance with reading and writing skills. He is a graduate of Leadership Grand Strand class 42, member of NMB Rotary, volunteers with Habitat for Humanity, Salkehatchie Summer Service, and enjoys helping wherever is in need. Weston is very passionate about his faith in Jesus Christ, Family, and staying active.

To: City of Myrtle Beach
From: Jerome Christia, PhD
Re: Interest in Accommodations Tax Committee membership
Date: 10/15/21

I am interested in serving as a member of the Myrtle Beach Accommodations Tax Committee. I feel that I can uphold and advance the ideals of the committee and city of Myrtle Beach. I have been a faculty member at Coastal since 2000. I have helped lay the foundation for our department by providing quality instruction and preparing students for life after graduation. Most recently, I represented the college of business to help secure our new university president.

I am a native of South Carolina (Aiken), and after high school, I did a 6-year enlistment in the U.S. Navy as an electrical operator within the rigorous Naval Nuclear Power Program. After the Navy, I supervised a productive team in operations at United Parcel Service in Atlanta, Ga and also acquired corporate experience in field sales, customer service, and marketing from UPS. I earned a bachelor's in Management from Morehouse College, MBA from Georgia State University, and PhD in Marketing from Oklahoma State University. I have been fortunate to acquire experience from the military, corporate America, and 21 years in academia.

Service: Throughout my time at CCU, I have advised 2 fraternities, Sigma Phi Epsilon and Alpha Phi Alpha Fraternity, Inc. I have advised hundreds of students (undergraduate and MBA) on classes and careers. I have contributed to a number of committees within the university: Each 1 Teach 1 Entrepreneurial Institute, Promotion & Tenure (College & University), Assessment, Wall Fellows Board, Faculty Policy, Wall Center of Excellence, Faculty Senate, Academic Affairs, Core Curriculum, Student Retention and Recruitment, Student Outcomes and Retention, Student Conduct Board, Strategic Planning, Student Success Task Force, Communications Major Task Force, Interdisciplinary Studies Committee.

I have served on many community committees and boards. I am the campus coordinator for the Call Me MiSTER program, an initiative designed to increase the diversity of K-8 teachers in South Carolina by recruiting, training and certifying individuals from the most underrepresented population. I am co-founder of the Academy of Hope Charter School in Conway and served as vice-president on the board of directors. I am on the Socastee High School Career and Technology Education Advisory Committee, served as treasurer on the board of directors for the Children's Museum of South Carolina, and participated as a board member for Smith-Jones Community Center. I am a founder and coordinator of a tutoring program for Sandy Grove Missionary Baptist Church to meet the academic deficiencies of at-risk youth from Myrtle Beach communities.

Through my personal and life experiences, I have acquired knowledge in scheduling, budgeting, advising, coordinating, evaluating, reporting, and managing. I would like to be considered for membership on the Accommodations Tax committee for the City of Myrtle Beach.

✓
Jerome Christia, Ph.D.

Myrtle Beach, SC 29579

ACADEMIC BACKGROUND

Ph.D. Oklahoma State University, 2000.

M.B.A. Georgia State University, 1994.

B.B.A. Morehouse College, 1991.

WORK EXPERIENCE- COASTAL CAROLINA UNIVERSITY (2000- PRESENT)

Department Chair: Marketing, Hospitality, Resort/Tourism Management, and Law

Facilitate the management of the department by directly overseeing the daily progress toward achieving teaching, research, and service goals as set out in the department's plan. Lead faculty and staff members to provide students necessary educational opportunities to be prepared for meaningful personal and professional lives. Manage the departmental budget and planning process by evaluating class schedules, program plans and estimates of resources needed to carry out department functions.

Professor

Experience in teaching online and in-person the following courses: Consumer Market Analysis, Integrated Marketing Communication, Principles of Marketing, Marketing Internship, Retailing Management, International Marketing, and Service Marketing Management.

Have written academic research papers that appear in national and international publications.
Have presented academic research at national and international conferences.

Non-Academic Work Experience

UNITED PARCEL SERVICE (1989 - 1996), Marketing, Atlanta, Georgia.

UNITED STATES NAVY (1982 - 1988), Electrical Operator, Nuclear Power and Propulsion Program, USS Bainbridge CGN-25, Norfolk, Virginia. Norfolk, Va.

SERVICE:

Select Service to the University

2021: Business Dean Search Committee
2020: University President Search Committee
2019: Marketing Faculty Search Committee Chair
2016: Marketing Faculty Search Committee Chair
2015-2016 – 2016-2017: Student Conduct Board
2018 – 2020: Assessment Committee
2015: Leadership Task Force
2010-2021: Call Me MISTER Program - Program Coordinator
2010-2011: NCAA Re-certification
2010-2011 – 2012-2013: Student Conduct Board
2007-2008: Strategic Planning Committee
2001-2011: Faculty Policy Committee
2003-2004 – 2005-2006: Strategic Planning Committee
2002-2003 – 2005-2006: Management Candidate Search Committee
2006-2007: Faculty Senate
2005-2007: Core Curriculum Committee
2005-2006: Campus Judicial Board
2000-2002: Interdisciplinary Studies Committee
2000-2001: Communications Major Task Force
2000-2004: Sigma Phi Epsilon Faculty Advisor

Select Service to the Community

2017 – 2021: Each 1 Teach 1 Entrepreneurial Institute Board Member
2019: Sandy Grove Missionary Baptist Church Pastor Search Committee
2016 – 2019: Socastee High School Career and Technology Education Advisory Committee
2011 – 2013: Sandy Grove Baptist Church - President of Brotherhood Association
2010 – 2014: Children's Museum of South Carolina, Treasurer and Board member
2009 – 2014: Academy of Hope Charter School, Vice-President, Board of Directors
2008 – 2012: Tutoring Program, Coordinator of tutoring program for Sandy Grove Missionary Baptist Church.
2007: NAACP Panelist, Stop Campaign/Round Table Discussion
2005: Mentor, Homewood Elementary Mentor, Conway, SC 2002-2005
2003: Smith-Jones Community Center, Board member 2003-2005

Awards

2021: Atlantic Marketing Association Annual Conference, Chattanooga, Tn: Best Paper Award
2014: Student Organization Advisor of the Year, Student Involvement and Leadership Award.
2012: Coastal Carolina University NAACP. Faculty of the Year.
2010: International Conference of the American Institute of Higher Education. Best Paper Award.
2003: Ashby Ward Travel and Tourism Award

JOHN CLAYTON "CLAY" NANCE

Myrtle Beach, SC 29588 • john@claynance.com • www.claynance.com • [Digital Resume](#)

Professional Summary

Forward-thinking team leader skilled at operating departments efficiently to meet goals. Successful background matching employees with roles for maximum performance. Proactive and hardworking individual focused on continuous operational improvement.

Skills

- Team Leadership
- Quality Assurance
- Records Organization and Management
- Focus and Follow-Through

Work History

Director of Operations, 08/2011 to Current

Bay Naturals Healthy Market & Fresh Kitchen – Myrtle Beach, United States

- Defined, implemented and revised operational policies and guidelines.
- Oversaw day-to-day production activities in accordance with business objectives.
- Kept up-to-date with industry trends and identified areas of opportunity to drive improvements.
- Monitored budget and utilized operational resources.
- Worked collaboratively with functional leaders to implement new procedures and corrective actions to improve quality.
- Assessed performance management structures and implemented enhancements to improve frameworks and strengthen results.
- Monitored office workflow and administrative processes to keep operations running smoothly.
- Modernized and improved operational procedures to increase productivity and profitability while tightly controlling costs.

Property Manager, 01/1993 to Current

Cool-N-Easy, LLC – Myrtle Beach, SC

- Monitored timely receipt and reconciliation of rent collections in accordance with landlord and resident statutes.
- Evaluated and recommended changes in rental pricing strategies to remain competitive in market.
- Minimized vacancy periods by collaborating with building owners to strategize improvements to marketing initiatives, business plans and tenant outreach programs.
- Developed, reviewed and submitted property operating and capital budgets.

Commercial/Residential Sales Representative, 03/1996 to 12/1999

ADT Security – Charleston, SC

- Studied property listings, interviewed prospective clients, accompanied clients to properties

and discussed condition of sales.

- Developed new business and managed new and existing clients.
- Drafted contracts for purchases, sales and installation workers for home repairs before move-ins and final steps.
- Educated over 15-20 weekly clients on buying and selling processes to increase customer satisfaction and understanding.

Sales Representative, 01/1994 to 01/1996

Action Awnings, Inc – Surfside Beach, SC

- Created professional sales presentations and seminars to effectively demonstrate product features and competitive advantages.
- Developed and delivered engaging sales presentations to convey product benefits.
- Met with existing customers and prospects to discuss business needs and recommend optimal solutions.
- Effectively sold significant overstock of inventory, reducing overhead and improving cash flow.

Sales Manager, 06/1993 to 06/1994

Morris Communications – Myrtle Beach, SC

- Managed order cycle to enhance business development and maintain sustainability and customer satisfaction.
- Monitored customer buying trends, market conditions and competitor actions to adjust strategies and achieve sales goals.
- Delivered engaging sales presentations to new clients, explaining technical information in simplified language to promote features and increase client base.
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Sales Manager, 01/1990 to 01/1993

Mr. Beeper, Inc. – Columbia, SC

- Managed order cycle to enhance business development and maintain sustainability and customer satisfaction.
- Monitored customer buying trends, market conditions and competitor actions to adjust strategies and achieve sales goals.
- Delivered engaging sales presentations to new clients, explaining technical information in simplified language to promote features and increase client base.
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Education

Bachelor of Science: College of Math & Science - Biology, 12/1990

University of South Carolina - Columbia, SC

Preparatory For SC Real Estate Sales: Real Estate, 06/1986

Columbia School of Real Estate - Columbia, SC

High School Diploma: 06/1985

Myrtle Beach High School - Myrtle Beach, SC

Paul Andrew Garcia

Myrtle Beach, SC 29577

Hilton Brand Performance Manager
Oceanfront Resort General Manager
Quality Assurance Auditor (Full Service) for Hilton International
Director of Operations for Strand Development Company
Experience working with local government

Professional Experience

*General Manager, Dayton House Resort
Mar 2021 – Present*

Oversee the quality process to ensure guest satisfaction by consistent delivery of both product quality and service to achieve the hotel's financial objectives including all phases of hotel management, F&B, Marketing, Sales, Human Resources, Housekeeping and Maintenance.

*Dual Brand General Manager Hilton Garden Inn- Home 2
Jun 2020 – Feb 2021*

Oversee the quality process to ensure guest satisfaction by consistent delivery of both product quality and service to achieve the hotel's financial objectives including all phases of hotels management, F&B, Marketing, Sales, Human Resources, Housekeeping and Maintenance.

*Brand Management Support, Hilton
Jun 2016 – Jun 2020*

Responsible for ensuring the delivery of world-class service and support to the owners, management companies, general managers, and hotel management of the Embassy Suites, Homewood Suites, Home2 Suites, Hilton Garden Inn, Hampton and Tru by Hilton brands concerning financial performance, sales and service.

*General Manager, Dayton House Resort
Nov 2009 – May 2016*

Recruited by the former president of RFS Hotels to manage a 328-room full-service oceanfront hotel. Increased annual hotel room revenue by 4% per year for six continuous years.

Coordinated and opened an oceanfront bar yielding significant profits.

Full-Service Quality Assurance International Team, Hilton
Sep 2007 – Nov 2009

Full-service quality assurance representative for Hilton Europe and Middle East to include Conrad, Hilton, Hilton Resorts, Doubletree, and Hilton Garden Inn. Documented service standards for all food and beverage to include restaurants and room service. Verified brand standards, and training documentation for all departments to include executive floors, executive lounge, and Hilton meetings.

Evaluated quality initiatives concerning guest customer service (Medallia) SALT positioning. Inspected all areas of the property for the condition to include common areas, meeting rooms, fitness center, common areas, and kitchen. Presented the summary to owners, senior management/managers.

Director of Hotel Operations, Strand Development Company
Aug 1995 – Sep 2009

Began as a manager and throughout the years, achieved the Director of Operations role. Responsible for all aspects of management for multiple properties to include marketing, human resources, budget, capital improvements, and owner relationships. Multi-brands inventory to include Wyndham, Hilton, Holiday Inn, and Marriott properties. Conducted annual general manager reviews concerning marketing and business plans. Worked on specific annual projection market goals.

Education

BA in Hospitality Resort Management, University of Memphis (Dec 2020)
Associate of Arts, Liberal Studies, Coastal Carolina Univ, 1992
Associate of Arts, Personnel Administration, Comm. College of Air Force
Associate of Arts, Security Administration, Comm. College of Air Force

Community Involvement

Leadership Grand Strand, Class XX, Myrtle Beach, SC
Former Member, City of Myrtle Beach Downtown Redevelopment Board

Current Martial Arts instructor

Certified Toastmaster International

Former Director of the Myrtle Beach Hospitality Association

Former Member of the Myrtle Beach Downtown Redevelopment Corp

Special Skills

Fluent in Spanish – speaking, reading, writing

References

John Pharr 843-222-2740

Strand Hospitality Services