

Introductory, TVPC Meeting

At roll call at 6PM, the following were present: Carl Hally, Nancy Moore, Kerry Hupp, Sunnee Clark, Alan Kleinfeld. Missing was Wesley Bloomfield of the committee and Robin Brooks of the city staff. Kaili Howard of Little Dog Agency was present with Soraya McKay, of Little Dog arriving later. The TVPC met at 4D, Turn of River.

Minutes of the last meeting were unanimously approved on a motion by Kleinfeld and second by Hupp.

Remarks and Updates by the Chair Hally

Hally met with Council, which has approved the TVPC budget for 2016.

Old Business

New Business

TVPC members first evaluated as very competent the professional photography done by Raycom the previous weekend. Fortunately, the weather was excellent for a weekend packed with the Jazz Festival, an oyster roast, Music on the Front Porch, and the Corn Hole Tournament.

The meeting then continued its recent practice of workshopping with Little Dog Agency on publications and policies for marketing Folly Beach. Soraya McKay noted actions since the last meeting:

- Direction of web visitors from Trip Advisor to visitfolly.com rather than to follybeach.com.
- Receipt of “tons” of Folly pictures for cycling through the website and other marketing venues. The Folly Beach app, which is undergoing much revision, garners many photos, and its sourcing will be fostered by a contest.
- Scheduling of a Nov. 12 meeting with Folly Beach Business Association for finishing the 10% holiday discounts at selected vendors.
- Creation of two wedding ads for the CVB site. The group liked both ads and suggested alternating them, then determining which brought most response.
- Selection of yearly Charleston and County Parks events to link with encouraging a stay on Folly:
 - Paddlesports Gathering
 - Bridge Run
 - SEWE
 - Wine and Food Event
- Preparation of a calendar for social media, examples:
 - Saturday, photo of the week
 - Sunday, activity of the week
 - Twice a week, on rotation, a featured business

Critiques, offers of help, and suggestions continued on the following:

- Rack Card, almost ready to go
- The “Meet Wade” ad in USA Today’s *Go Escape*
- Media Kit (with website often mirroring) examples:
 - Refer to the Civic Club’s calendar for events. Can we use their pictures?
 - Add the public boat landing, the playgrounds
 - Group restaurants by type
 - Add Jazz Festival, Polar Bear Plunge, Flip Flop Drop
 - Complete sources for rentals. Clark will research.

- For events and announcements, use the city's mobile sign. Kleinfeld manages it. He noted that a more flexible, permanent, but expensive sign is desired. An electronic sign may conflict with zoning requirements.

The new website launch is expected within a week. It will be announced on Constant Contact, using the 10,000+ emails from previous websites. The committee was asked to email, first, big revisions of the website, and, later, smaller details.

Moore emphasized the need for accountability of TVPC expenditures. McKay noted that the statistics provided by Google allow one to judge responses and thus improve.

Date reminders for the committee:

- Dec. 10 at St James Gate: Reception for all on boards and commissions
- Dec. 9, next meeting in Council chambers, 6pm

The TVPC adjourned after 2 hours.

Respectfully submitted,

Nancy Moore