

Formal matters of the TVPC Meeting

At roll call at 6PM, the following were present: Carl Hally, Nancy Moore, Alan Kleinfeld, Wesley Bloomfield and Robin Brooks, staff. At 6:10, Kerry Hupp joined. Hunter was absent.

On a motion* by Hupp and a second by by Klienfeld, July minutes were unanimously approved.

Introductory Remarks and Updates by Chair

Chair Hally brought to the committee's attention that the City is interested in having the TVPC's financial support for a study of visitor demographics. Kleinfeld wondered if this information was available elsewhere. Hally has a call to the CBV about such data. Moore thought that the rental agencies would have to cooperate and might already have this information. Bloomfield added that she could obtain demographics from Avocet's large number of house rentals and its hotel.

Hally also noted that a replacement for Paul Lauer, who resigned, is needed.

Hally asked that Kerry Hupp, who is on the subcommittee for working with the CAC&VB, inform them that the TVPC will purchase space in three outlets at an approximate cost of \$16,000:

Explore Charleston

The Official Charleston Area Visitors Guide

The Official Charleston Area Wedding Guide

Hally said that preliminary expectations are for the committee to receive about \$179,000 next fiscal year. Currently, that will leave about \$45,000 in this fiscal year's budget, much of which can jumpstart or pay forward the TVPC's new plan. This year's expenditures to date were distributed by Brooks and are attached.

Old Business

Hally and Moore met with representatives from the Folly Business Association about the sharing of its **VisitFolly.com** website. Issues remain about rental or lease of the site, concern about who controls content, clarity of channels for posting, the strong preference of one advertising company by FAB, and delineation of mission and finances under state rules for TVPC expenditures. On a motion by Hupp and a second by Kleinfeld, the TVPC voted not to pay a rental fee for using the FAB site for content. There may be further discussion with FAB toward the ideal a united advertising voice for Folly.

New Business

There were proposals for managing the advertising by Little Dog Agency, Colophon, and The Brack Group. Before the meeting, committee members had studied the proposals, using the following outline as provided by Hally:

TVPC PROPOSAL EVALUATION 8/17/2015

A. Compliance

1. Are the bidding requirements met?
Signed, Time, References

B. Evaluation

1. Coverage
Does the bidder have a good understanding of our needs?
How does it respond to each segment in our scope?

Brand Strategy, Video and Photo, etc.

Are there new ideas that the proposal brings to our attention?

2. Capacity
 - Experience with similar projects
 - Website and social media references
 - Proposer's Organization
 - Media purchasing
 - Timing
3. Working Relationship
 - Bio of personnel
 - Interface with TVPC
 - Accessibility
4. General Observations
 - Degree of Creativity
 - Attitude
 - Folly Fit
5. Price
 - Initial Costs
 - Ongoing Costs
 - Budgeted
 - Unbudgeted

All proposals were viewed as strong. For an hour, committee members pursued a participatory deliberation about budget, timelines, fit, and unanswered questions. On a motion by Hupp and a second by Bloomfield, the TVPC chose to bring in Colophon and Little Dog for additional interviewing on August 26th. Committee members preferred the web emphasis by Colophon and Little Dog vs. the TV approach by Brack. Bloomfield will create some questions to focus the interview; committee members may add others.

The committee adjourned at 7:30.

*All motions were approved unanimously.