

Introductory, TVPC Meeting

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

August 18 minutes were unanimously approved.

Remarks and Updates by the Chair

Chair Hally noted that he has a verbal agreement with Folly Association of Businesses (FAB) for sharing the VisitFolly.com website. He expects a formal written agreement to follow.

New Business

The focus of the meeting was to hear representatives from Colophon and Little Dog Agency explain how they might lead the TVPC off-season tourism campaign and explain how, in doing so, they would expend the TVPC tourism monies. Prior to the meeting, Bloomfield emailed an outline of their budgets, as best could be determined from their proposals. She also emailed an initial list of questions, collected more questions from members, and distributed the following updated list:

Little Dog Agency

1. Will there be any conflict of interest if we do not partner with FAB?
2. How did you come up with the suggested advertising spend?
3. What is your vision for the Folly website after the redesign?
4. What would be the content management process and the functions of the TVPC and your firm?
5. Will we have a dedicated account representative that handles our account or who is our primary point of contact?
6. Should we move forward with TV/Radio/Hulu/Netflix advertising, what would be your suggested monthly spend?

Colophon

1. What does "design production and layout" consist of under Brand Development?
2. What would be the expected timeline for brand development?
3. Why do you prefer Site Manager V4 to WordPress CMS?
4. Who manages optimization of the site once it's launched?
5. Can you develop a site in less than 16 weeks?
6. Will the social media campaign include Pinterest and Instagram?
7. Do you use email marketing? If so, how would you use it for TVPC?
8. Does Colophon have experience in public relations? If so, what would be the strategy and monthly cost?
9. What would be the content management process and the functions of the TVPC and your firm?
10. Will we have a dedicated account representative that handles our account or who is our primary point of contact?
11. Should we move forward with TV/Radio/Hulu/Netflix advertising, what would be your suggested monthly spend?

TVPC committee members probed presenters for both companies with these and additional questions. Both companies argued for a greater proportion of expenditures for digital media than the committee's original proposal by The Brack Group. On a motion by Hupp and a second by Hally, the committee voted unanimously to hire Little Dog. The deciding issues were Little Dog's perceived speed of response and its in-house capacity to manage web, public relations, and print vs. Colophon's greater technical depth in web building and feedback.

Chair Hally will inform the the proposal writers and follow up on the website arrangement with FAB. Bloomfield will list the immediate and obvious needs of the VisitFolly.com website and send to Little Dog. All committee members will email their ideas for branding to be sent to Little Dog. The next meeting is expected to be Sept. 16th, during which time Little Dog will be expected to discuss potential logos and branding.

The TVPC adjourned at 7:55.

Respectfully submitted,

Nancy Moore