

### **Introductory, TVPC Meeting**

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

Since not all committee members and staff received the draft of the August 26 minutes, they will be held for approval at the next meeting.

### **Remarks and Updates by the Chair Hally**

*Completed:*

- Written agreement with Folly Association of Businesses (FAB) for leasing the VisitFolly.com website.
- filed tax return.
- Appointment of new TVPC Committee member, Sunnee Clark.
- Indemnification of TVPC Committee members.
- Expenditures of \$131,000 of the the original \$170,000 budget.

*In Progress:*

- Budgeting for the next fiscal year, which begins Oct. 1. Approximately \$180,000 in revenues is expected, but the formal budget will be based on \$150,000 to allow for contingencies and opportunities. Little Dog Agency will suggest budget allocation.

### **New Business**

Soraya McKay, who is an owner of Little Dog Agency, which is the TVPC's new advertising agency, discussed initial steps toward branding, building a media kit, and advertising. Most of the meeting was an active brainstorming of ideas with her and two of her employees. The materials McKay brought for prompting thoughts are attached at the end of the minutes. The TVPC discussed contents of a media kit and potential logos and tag lines. They explored examples of websites from other resorts. Committee members responded most favorably to logos that emphasized the many activities possible on Folly, from going to multiple restaurants to ecotourism.

*Decisions:*

- Expenditure of up to \$20,000 for services from the Charleston Visitors Bureau. Kerry Hupp and Soraya McKay will meet with representatives of the CVB to work out details.
- Selection of Sunnee Clark as treasurer of the TVPC on a motion by Moore, seconded by Kleinfeld.
- Remake of the VisitFolly.com website from scratch vs. redoing the current site.

The next meeting is planned for 6pm, Sept. 30, to refine the possibilities discussed in this meeting. TVPC adjourned at 7:55 on a motion by Moore, second by Clark.

Respectfully submitted,

Nancy Moore

## FOLLY BEACH TVPC - LITTLE DOG AGENCY

### FOLLY BEACH - CAMPAIGN IDEAS AND THOUGHT STARTERS

**CAMPAIGN: "Found ..."**

Idea: Ads to look like a "Found" ad

List a description of what's "found" - end ad with "To claim, Visit Folly"

**EXAMPLES:**

**Found:**

A little slice of Paradise.

Contains a large amount of relaxation and a bunch of really gorgeous sunsets.

A little sandy, but beautiful.

To claim, Visit Folly

A family weekend at the beach.

Contains a large amount of laughter and a variety of lifelong memories.

A little sunburned and covered in happiness, but looks well loved.

To claim, Visit Folly

Fall beach getaway.

Contains copious amounts of pristine weather and is jam packed with fresh seafood.

Found on the corner of Bliss and Rejuvenate. Smells like sea-air.

To claim, Visit Folly

**CAMPAIGN: "Meet Folly's Locals"**

Dolphins, birds, turtles, etc

Can make up profiles for them as if it's their social media page.

Physical description, Likes, Dislikes, Hobbies, Typical Weekend, etc

***Example: A Turtle***

*Meet Sandy*

*Loggerhead Sea Turtle*

*Likes: Long walks on the beach, spending time with family and friends, a lovely seafood dinner*

*Dislikes: Lights while I'm nesting, negative attitudes*

*Favorite thing about living on Folly Beach: The super friendly people*

*Sandy's Photos: (like a social media page ... show different shots of Folly)*

**CAMPAIGN OR SINGLE AD:** "October Folly Beach Report"

Idea: List items like a weather report

Temp: High 77° Low 62°

Feels Like: A different world

Surf Report: Surf's Up

Relaxation Level: 100%

Happiness Factor: Extremely High

Crowds: Minimal

Plan For: Lots of Fresh Seafood, Friendly People, Long Walks on the Beach, Dolphin Sightings,

Extended Forecast: More of the Same

\*\*Get up to the minute Folly Beach updates at [VisitFolly.com](http://VisitFolly.com)

**CAMPAIGN:** "Things you'll love about Folly Beach" (can add season "... in October")

Can list some great things as well as some funny or off the wall things

*"Highs is the 70's Lows in the 60's"*

*"The dolphins are extra friendly this time of year"*

*"Our sand is sandier than other beaches"*

*"Our locals ..."*

**SOCIAL MEDIA CAMPAIGN:** "Folly Fun Facts"

List cool things about Folly in the fall, winter, early spring

" X grains of sand. We just finished counting them."

**SOCIAL MEDIA CAMPAIGN:** "Health & Beauty benefits of Folly Beach"

List things about the beach and Folly that are good for you

Vitamin D, Relaxation, Fresh Seafood, etc

**ONE OFF AD:** Plan your trip to Folly this Spring

Quartered ad with the big events that will be happening (Follygras, etc)

**Tagline Ideas:**

- Enthusiastically Laid-Back

- If the flip-flop fits ...
- Sea for yourself
- Come out of your shell
- Making memories daily
- Irresistibly Different
- Sand, Surf, Sun, Soul

**CAMPAIGN:**

- Sink into it
- Get on Folly Time
- Plenty to do ... nothing necessary
- The art of relaxation
- Close by ... but far, far away

**CAMPAIGN: "Visit X ... Visit Folly"**

- Visit Nature ... Visit Relaxation ... Visit Folly

**CAMPAIGN: "Folly Beach is Calling"**

- The Beach is calling ... Visit Folly
- The Waves are calling ... Visit Folly
- The Sunshine is calling ... Visit Folly
- The Fresh Seafood is calling ... Visit Folly

**CAMPAIGN:** "Experience Folly Beach"

Keep the first word, change the rest (can also use Discover or Destination or other words)

- Experience the Relaxation ... Visit Folly
- Experience the Endless Attractions ... Visit Folly
- Experience the Edge of America ... Visit Folly
- Experience the Hospitality ... Visit Folly

**CAMPAIGN:** "*changing words* ... Visit Folly"

- Slow Down ... Visit Folly
- Disconnect ... Visit Folly
- Unwind ... Visit Folly
- Relax ... Visit Folly

**CAMPAIGN:** "More than just a beach ..."

- More than just a beach...an oasis for relaxation
- More than just a beach...an escape from stress
- More than just a beach...a place for your wedding celebration
- More than just a beach...a place for your family reunion

**CAMPAIGN:** "*changing word* Folly"

- Discover Folly
- Explore Folly
- Experience Folly
- Travel Folly
- Eat Folly

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**ONE OFF AD:** Plan your trip to Folly this Spring

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**Tagline Ideas:**

- If the flip-flop fits ...
- It'll knock your flip-flops off
- Sea for yourself
- More than a beach, it's a way of life
- Where life gets better
- Close by ... but far, far away
- Come out of your shell
- It's just different, it's Folly.
- Enthusiastically Laid-Back
- Seriously Laid-Back
- Irresistibly Laid-Back
- Irresistibly Unique
- Get on Folly Time
- Where Mondays don't exist
- Because lazy is fun

**Idea Words:**

sandy, fun, surf, friendly, river, ocean, laidback, easygoing, relaxed, ecology, turtles, dolphins, seashells, eco-tours, the pier, seafood, holidays, sandcastles

enthusiastically

aggressively

actively

seriously

vigorously

zealously

intensely

fanatically

irresistibly

infectiously

*Folly Beach TVPC / Little Dog Agency*  
*Plan of Attack and Next Steps*

**PROJECTS WE NEED TO DISCUSS OVER THE NEXT FEW MEETINGS:**

- Logo Development
- Ad Campaign Ideas
- Ad Budgeting and Campaign Layout
- Website Redesign
- Media Kit
- Photos / Videos
- Social Media Strategy
- Press Outreach Strategy
- Email Marketing

**PHASE 1: MEET ON SEPTEMBER 16**

**During this meeting we will plan to:**

- Review Logo First Drafts - discuss the positives and the negatives and compile suggestions for revisions
- Discuss ad campaign ideas and themes - discuss positives and negatives and thoughts on different themes
- Discuss Media Kit information
- Begin website redesign discussion
- Talk about immediate needs and questions
- Set plan for next meeting

**Immediate Needs & Questions:**

- Photos

Do we have a supply of good ones we can use for now?

Do we want to prepare to have some shot?



- Do we want to try to tie into the Festival of Lights to offer free passes to Folly guests? If so, we can call the County Parks to start the conversation

Do we want to consider a display at Festival of Lights (Can promote New Year's Eve and Polar Plunge - Display similar to the Flip Flops used on New Year's Eve)

- Do you want to turn any other communication over to us? (You had mentioned calendars) If so, just let us know who/what

### **Media Budgets:**

- Define target: Adults 35-64? Geography?
- Are we using the test markets suggestion from the strategy?
- Discuss solid budgets so we can start laying out some broad-strokes for the media plan
- Share info on any current/pending media placements

### **Media Kit Needs / Questions:**

- Pictures
- What to include: Descriptions, Folly stats
- Accommodation info (will pull from current site [follybeachsouthcarolina.org](http://follybeachsouthcarolina.org) - correct?)
- Any stats or "facts and figures" you have for Folly (Number of rooms, # of visitors per year, area and description, local population, average climate, attractions, etc) - *we can find some of this ourselves if you don't have it*

## **PHASE 2: MEET ON \_\_\_\_\_**

### **During this meeting we will plan to:**

- Review Logo Second Drafts
- Discuss ad campaign ideas and themes in depth
- Discuss website redesign in depth
- Discuss social media
- Discuss or review Media Kit
- Discuss / plan for video shoots
- Set plan for next meeting

**Website Redesign:**

- Need to have a meeting where we review all things website
  - How do we want it to look
  - Additional pages (Accommodations, News, etc)
  - Additional features
  - Types of content you'd like to add
- Talk about the app

**Social Media Management:**

- Any specific do's or dont's for social media?
- We will utilize the ideas and information from other discussions to guide our social strategy
- We have VisitFolly Facebook, Twitter and Instagram - are there any other account that you already have?

**NEXT STEPS:**

- Present advertising plan and put it into action
- Discuss PR strategy and plan
- Email marketing - will discuss how to get rolling (do you have a database currently?)

*Folly Beach TVPC / Little Dog Agency*  
*Type of Information Needed for the Media Kit*

### About Folly

- Short description of the area, proximity to Charleston, highlights of Folly

### Facts & Figures

- map
- area of the island and beaches (miles)
- average temp / climate
- driving distance to airport and major attractions
- driving distance from major cities (Greenville, Charlotte, etc)

### History of Folly

- synopsis of Folly's history

### Where to Stay

- Hotels
- Inns
- Rentals

### Where to Eat

- restaurants on the Beach
- description of Charleston area cuisine

## What to Do

### Fun on the Water

- beach activity
- surfing, fishing, etc
- jet skiing, charters, etc

### On-Land Activities

- shopping
- golf
- attractions nearby

### One with Nature

- eco-tours
- excursions
- parks

### Events & Nightlife

- festivals
- nightlife

## FAQ

- beach rules
- dog rules on the beach

## Photos

- can include a gallery on the website where they download the Media Kit
- also list contact info to request high-res photos

## Recent News

- write-ups
- releases

Other Ideas to consider:

- the beaches (info about different areas)
- Beach Renourishment, green initiatives
- destination weddings, group events