

### **Introductory, TVPC Meeting**

At roll call at 6PM, the following were present: Carl Hally, Vince Perna, Kerry Hupp, Sunnee Clark, Alan Kleinfeld, and Robin Brooks, staff. Missing were Wesley Bloomfield and Nancy Moore. Soraya McKay, Little Dog Agency, was present.

Minutes of the last meeting were unanimously approved.

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

Hally welcomed Vince Perna, a realtor with Dunes Properties, to the committee and explained the TVPC funding along with the informal treasurer's report from Sunnee Clark.

Hally mentioned that he had been approached by someone wanting to advertise an individual home on the website. Following a discussion, a consensus emerged to avoid cluttering the website with individual rental homes but remain open to future possibilities. Later in the meeting, the committee decided that if a potential advertiser was not an obvious website choice to Little Dog, the committee would decide.

Hally recommended sending in January the \$18,000 we have already approved to the Charleston Visitors Bureau (CVB). Our total commitment to the Bureau is \$18,000 because of advertising Folly as a wedding site. One council member, D J Rich, has voiced questions about accountability for dollars sent to CVB. McKay noted that they continue sending and monitoring posts about Folly.

After Hally noted that our 4-month agreement with Little Dog ends December 31st, committee members unanimously agreed to extend our agreement for another year with a clause that either party could end the contract with a 30-day notice. Hally reminded that any invoice sent to the city needed backup documentation, to which Little Dog agreed.

The Christmas parade this week is supervised by Kleinfeld. Clark is decorating an entry for us with re-useable banners advertising our renewed [visitfolly.com](http://visitfolly.com). A kayak will be on top the car. Someone may ride in the kayak after the safety of this seating is confirmed during the staging.

### **New Business**

McKay said that the old Folly app is being transitioned to a new platform that adds many features such as turn-by-turn directions for walking and a geofencing that allows messaging when someone approaches a boundary. The new platform adds flexibility for mirroring the website and Facebook, and pulling information from the internet. It is to go live once Apple approves. Folly Association of Businesses (FAB) paid for the initial development of the app and has continued the \$150 per month hosting fee. At the recommendation of Hally, the committee unanimously approved paying the hosting fee in 2016 to assure continued updating and maintenance. Any advertising fees for FAB would be borne by the businesses.

The 4 videos from the Raycom visit were shown and praised. Little Dog has put them on Trip Advisor, and they should soon be shown for Raycom's [southernweekend.com](http://southernweekend.com). Traffic from the Raycom purchase will be closely monitored.

New items on the website include the media kit, a wedding planner, and enhanced calendar offerings. While the new website has been live only 16 days, the traffic is already 125% above this time last year. In response to questions, McKay noted that our chief markets are Charlotte, Atlanta, Greenville, Spartanburg, Asheville, Columbia, Nashville, and Raleigh. She also noted that Facebook changes its metrics all the time, which makes consistent stats difficult. Clark noted that Facebook's "I Love Folly Beach" has a lot of traffic and that she has posted there to encourage people to go to the website.

Hally said that there had been some frustration and confusion about lines and comprehensiveness of promotion for the Jazzfest, which is now in the Raycom videos. One

problem was the scheduling of the Porchfest at the same time. We will maintain contact with the Jazzfest organizers for next year.

McKay noted that the rack cards are ordered.

The committee adjourned after 80 minutes. Tentatively the next meeting is January 13. However, it may be changed to accommodate Alan Kleinfeld, who will be teaching on Wed. nights in the spring.

Respectfully,

Nancy Moore