

### **Introductory, TVPC Meeting**

At roll call at 5:30PM, the following were present: Carl Hally, Vince Perna, Sunnee Clark, Alan Kleinfeld, Nancy Moore, and Robin Brooks, staff. Kerry Hupp and Alan Kleinfeld joined the meeting at 6PM. Missing was Wesley Bloomfield. Soraya McKay and Kaili Howard represented Little Dog Agency.

Minutes of the last meeting were unanimously approved on a motion by Clark and second by Perna.

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

Chair Hally presented the pros and cons of spending \$400 to trademark the new logo. On a motion by Moore and a second by Clark, the committee voted for the trademark. Chair Hally will pursue.

Hally noted a new website, Triposo, that invites people to write about their visits to a place. Little Dog will research.

He will shortly be meeting with the owner of Folly's Porgy House to try to forge a tie-in with Spoleto travel, and he and Hupp will be meeting with the CAB. Hupp is delivering the new rack cards.

### **Treasurer's Report**

Clark presented the budget as outlined for the year, and Little Dog presented a detailed listing of advertising buys. The Committee unanimously voted to spend \$1800 for drive/weather radio spots in Charlotte, Asheville, and Columbia. Little Dog will try to work into the 15-second spots the new logo, "Charleston's Beach Town." Also approved was \$1200 for the use of Constant Contact for eblasts for 12 months. The first blast, using something less than our 10,000 working emails, was sent for Taste of Folly.

### **New Business**

The Committee recommended that the new Folly Beach app make parking rules separate from the general rules for visitors. City staff is also working to make places to park more visible and thus reduce visitor frustration from parking tickets. Some restaurant updates were also noted for Little Dog.

Discussion of accountability took up much of the meeting. Moore recommended as a key metric the use of comparisons of the monthly A-Tax, available from the County. Moore will connect Perna with Tami Fralick, keeper of the A-Tax statistics. Perna will do the analysis of taxes and web analytics for the Committee. Hospitality taxes also need to be obtained and measured.

A central measure will be website analytics. The new website has seen spectacular increases over the old website, e.g., from about 11,000 sessions in the 4th quarter of 2014 to almost 16,000 in 2015. New markets are being discovered, e.g., 145 website visits from DC in 2014 vs. 320 recently. Spikes for the Christmas parade, for the Polar Bear Plunge, and for Taste of Folly stand out. Visits originating from CVB are up 137%. The Committee recognized that there are many variables in making conclusions and that the response to the new website will be dramatic at first, then can be expected to begin leveling off as consistent with S curves.

The committee adjourned after 2 hours. The next meeting is scheduled for March 9, 6PM.  
Respectfully,

Nancy Moore