

### **Introductory, TVPC Meeting**

The following were present: Carl Hally, Sunnee Clark, Alan Kleinfeld, Nancy Moore; Robin Brooks, city staff. Missing were committee members Wesley Bloomfield, Kerry Hupp, and Vince Perna. Soraya McKay, Kaili Howard, and Jackie Wazir represented Little Dog Agency.

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

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

Chair Hally noted that the replacement for Wesley Bloomfield, who has moved, has been delayed because the opening did not appear in the June issue of the *Sandspur*. It is expected to be in the July issue.

Clark will drop off a roll of the new stickers to Avocet. Two rental agencies already have them. McKay will take them to the Folly Association of Business. She will also ask about possible discounts for the off-season.

The next and larger order will buy ones already cut. Separated stickers would help local stores to give or sell stickers. Little Dog has sent stickers to the management of Bill Murray and Steven Colbert in hopes that these celebrities with a Charleston connection will add them to their cars.

### **Treasurer's Report**

Treasurer Clark reported that there has been little financial activity, due to the pattern of spending related to our focus on the off-season. She expects a complete report for the next meeting, one that includes the next year's budget.

### **Data Report**

While Vince Perna could not attend, he submitted a spreadsheet comparing A-tax revenues, which do show an increase over 2015 for the winter months. Moore commented that we need to look at the Food and Beverage taxes since our general advertising should improve that.

### **New Business**

Little Dog Agency brought its proposal (attached) for a budget of approximately \$180,00, for spending as informed by last month's long discussion of options. The proposed budget includes 13 months in order to complete this year's plan. Some highlights of next year's proposals include:

- Focus more on weddings, including *Wedding Wire*. Weddings can bring accommodations in the off-season.
- Continue with Raycom, concentrating on Charlotte, Raleigh, Atlanta, Washington DC, Richmond, NYC
- Use cheaper "remanent" pages for advertising in high-gloss magazines such as *Southern Living*, but know that placement with such cannot be guaranteed.
- Concentrate on national publications that regionalize.
- Know that *Conte Nast* seems to be the most Charleston friendly among the competitors.

- Leave out Asheville, which may be tapped out.
- Increase both Google Adwords and social media.
- Reduce SC spending with exception of some radio.

The budget for next year was unanimously adopted on a motion by Kleinfeld and a second by Clark.

McKay reported as great news that the VisitFolly Facebook page has over 10,00 fans, a big benchmark, and a great improvement over the initial 3,000. Between 300 and 500 people are being added per week.

Nancy Moore will work with McLeod for the next meeting, September 14.

The TVPC adjourned after 1.5 hours.

Respectfully submitted,

Nancy Moore, Secretary

**Attached:  
Little Dog Proposal**

**FOLLY BEACH TVPC – 7/11 MEETING  
2016-2017 BUDGET PLANNING WORKSHEET**

**PLANNING DIRECTIVES FROM OUR LAST MEETING**

Going to stay out of South Carolina markets this year and focus outside of the state.

Raycom

- Have to fulfill remainder of this year's contract - \$20,000
- Possible markets going forward:  
Charlotte, Raleigh, Atlanta, Wash DC, Richmond, NYC

Wedding Wire

- Would like to look at Wedding Wire  
Off Season Spotlight Listing (Sept – Feb)  
On Season Featured Listing (March – Aug)
- Not currently interested in the other wedding websites or publications

Radio

- get rid of Columbia and Asheville; keep Charlotte
- look into Atlanta, DC, Richmond, Raleigh, (other large metros?)

Conde Nast

- Total Budget:\$30,000

- Months to run: Oct-Mar
- Markets interested in  
Charlotte, Outer Boroughs NYC, Atlanta, DC & Suburbs, Raleigh Durham  
Q: DO WE GET EXPOSURE ON THEIR WEBSITE WITH AN AD? **no**

Other Publications to Look Into

- Garden and Gun during SEWE??
- Southern Living Regions & Travel Pages
- Coastal Living Regions
- Travel & Leisure

Other

- Trip Advisor? Any good opportunities here?
- Increase Social to \$5,000/year
- Add in Google Adwords - \$5,000/year - emphasis on Charleston Weddings

**PLANNING BUDGETS AND NOTES:**

Total Annual 2016 - 2017 Budget:

\$180,000 Oct 2016 - Sept 2017

REMAINDER of 2015-2016 Budget as of August 31, 2016

\$56,450 (originally scheduled for Sept 2016)

Total Budget used for planning purposes - Sept 2016 - Sept 2017

**Budget Notes:**

In both options we have accounted for:

LDA annual retainer	\$30,000
CVB membership and ads	\$34,000
App Hosting annual	\$1,950
Email Service annual	\$1,022
Social Promotion annual	\$5,200
Wedding Wire annual	\$7,890 (Spotlight listing off-season, featured listing on-season)
Contingency	\$5000

**CONDE NAST MARKET SUBSCRIBERS**

Charlotte	5,000
Raleigh	7,000
Atlanta	11,000

Wash DC	12,000
Total	35,000

**SAMPLE REMNANT RATES:**

*These rates change with each offer so the prices listed here are estimates*

**Southern Living Regional**

<i>Region</i>	<i>Circulation</i>	<i>1/2 pg Rate</i>	<i>1/3 pg Rate</i>
NC	245,000	\$3,400	\$2,800
MD/VA <i>Includes DC, DE, PA, NJ, NY</i>	345,000	\$4,700	\$3,700

**Southern Living Travel Planner**

<i>Region</i>	<i>Circulation</i>	<i>Rate</i>
South Atlantic <i>Includes GA, FL, SC</i>	628,000	\$3,500
Mid Atlantic	590,000	\$3,400

**Coastal Living Full Run**

Half Page Full Run	\$7,500
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**MISCELLANEOUS INFO**

- Discover SC page ... we updated what we could but the site is very glitchy. One photo still won't show even though it shows in the backend. We've emailed them about that and a few other things but they're VERY slow to reply so we'll stay on it.
- Verified that we have permission to now edit the Folly Beach Public Beach page on Trip Advisor. Previously the website was going to the city's site and it was a broken page ... so we replaced that with visitfolly.com
- Submitted some info to a writer about why Folly is a GREAT place for Bachelor parties - we'll let you know if it goes anywhere
- Stickers: Cut or not cut?

- Mailed stickers to the "people" for both Steven Colbert and Bill Murray
- FAB is tomorrow night ... anything we need to convey to them?