

Introductory, TVPC Meeting, January 11, 2017

The following were present: Carl Hally, Sunnee Clark, Alan Kleinfeld, Nancy Moore, Kerry Hupp, and Robin Brooks, city staff. Hope Johnston and Vince Perna were absent. Soraya McKay represented Little Dog Agency. Beth Saunders, Chair of the Planning Commission, attended.

Minutes for the November meeting were approved.

Examination of an Electronic Sign, Part of New Business

The Committee met outside to view an example electronic sign. Beth Saunders, Chair of the Planning Commission, was there because the Planning Commission would need to reverse or modify its prior opposition to electronic signs. Explaining the sign and answering questions were Mark Steinkamp, a sales representative of Daktronics, and two representatives of Charleston Sign and Banner, the potential installers.

Among the many answers by the sign team were the following:

- A cheaper version, using a TV for the image cannot be used because the sunlight washes out the image.
- The optimum sign size should slow traffic to about 30 MPH for readability.
- The sign can be programmed from city hall. The consensus of the TVPC was that it should be used only for community messages, not commercial ones.
- A five-year warranty on parts exists, but the sign is expected to last about 10 years before major upgrading or replacement due to its sealed parts.
- Charleston Sign and Banner can repair and usually get replacement parts the next day.
- The photocell accommodates to ambient light.
- Multiple processes can be switched on or off, including animation.
- Little Dog Agency will be consulted for artistic consistency.

Remarks and Updates by the Chair Hally and Committee Response:

- Hally will follow up on prices and installation costs for the sign. He presented artist David Boatwright's mock up of a frame for a sign, one that the group liked.
- A hydration system near the City hall will be installed for about \$5800. A plaque crediting the TVPC needs to be featured.
- A decision by Hally, McKay, and Clark claimed a bargain ad in *Southern Living*.

Treasurer's Report

Clark noted that the existing balance is \$151,566.97, that small bills are pending, that June 30 is now end of the fiscal year, and that the TVPC has usually paid the CVB early in the year. The committee voted unanimously to send \$18,000 to the CVB. There will be additional payments for ads. Hupp read a letter from the CVB pointing out that tourism overall is up with a strong increase in the percentage during the off-season.

Data Report

Perna was absent.

Marketing Updates by McKay

There was concern about the website being slow and not emphasizing Folly restaurants enough, and McKay proposed paying a firm specialized in SEO. She will bring more proposals

next time.

The August 2017 eclipse should bring us business, and both Little Dog and the CBV are working on it. A small subpart of the TVPC budget could be dedicated to the eclipse.

Marketing Measures include the following:

- Web visits are up an astounding 290% over last year.
- Off-season traffic to the website is now 50+% of the total traffic.
- The Facebook page has 280,800 likes.
- The email database now reaches 8900 with an excellent open rate of 21%.
- The trip giveaway brought new signups to the newsletter.
- A new lodging giveaway is needed.

Unless called, there will not be a meeting until March 8.

Adjournment came after meeting for 2 hours and 8 minutes.

Respectfully submitted,
Nancy Moore, Secretary