

Introductory, TVPC Meeting, November 16, 2016

The following were present: Carl Hally, Sunnee Clark, Alan Kleinfeld, Nancy Moore, Kerry Hupp, Vince Perna, and Robin Brooks, city staff. Hope Johnston was absent. Soraya McKay represented Little Dog Agency.

Minutes for both September and October were unanimously approved.

Remarks and Updates by the Chair Hally and Committee Response:

- The TVPC has about \$50,000 unspent, and there are some good projects in the immediate future.

- A hydration system near the City hall
- A digital entrance sign that can be programmed remotely.

On a motion by Moore and a second by Clark, the TVPC voted to pursue both projects, affirming first that both are eligible tourism expenditures and that they can fit within the city ordinances and Planning Committee's permission. Furthermore, the contractors for the projects will work with Little Dog Agency so that they are consistently branded and recognized as having been funded by TVPC.

Treasurer's Report

A complete treasurer's report will be presented at our next meeting.

Data Report

Perna distributed a spreadsheet with A-tax figures that continue to predict an increase in market share, despite the trend of more people buying houses to live in rather than rent full. A .01 improvement in A-tax percentage equals to \$7500.

New Business

Among the things discussed by Little Dog Agency were as follows: the completion of coordination of 10% off-season discounts with the Folly Association of Businesses, the further distribution of stickers and the creation of business cards, the excellent weather for the early November shoot by Raycom (the results of the first clip to be sent by email shortly), and the continued climb in website and Facebook visits, and the outstanding open rate for the Constant Contact Newsletter. They have begun to consider the opportunity of the August 2017 eclipse.

The next meeting is expected to be January 18, 2017.

Adjournment came after meetin for 1.5 hours.

Respectfully submitted,
Nancy Moore, Secretary