

## **Introductory, TVPC Meeting, October 19, 2016**

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

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

- Hope Johnson, Director of sales for The Tides Hotel and the Vendue Inn, was welcomed as a new appointee. Hally pointed out that our TVPC Committee of diverse backgrounds works well together. He summarized the recent changes in the mix of advertising we have used
- Hally and Clark prepared extensively for presenting next year's budget before Council, but it was unanimously approved without a question or comment.
- Hally pointed out that we are in the midst of aligning our budget calendar with the City's.

### **Treasurer's Report**

Clark reported an account balance \$193,788.90. The Little Dog Agency budget as of 10/13/16, was \$174, 758.00 on the 9 months schedule.

### **Data Report**

Perna distributed a spreadsheet showing A-tax figures. Noted, in Year-over-year figures:

- Charleston City increased 8.72% with a market share of 40.42%.
- Folly increased 5.21%, with a market share of 5.26%; Isle of Palms, perhaps our nearest comparison, had a 14% increase with 12.93% in share.
- Since our mission is to increase off-season accommodations, it is significant that our first quarter increase was 13.16%.

### **New Business**

Among the things discussed with Little Dog Agency were the excellence of pictures received from holders of the Folly Beach App, the possible sites to visit for more still pictures by Raycom during the first week of November, the continuing increase of specific searches and higher Google rankings, visits from more regions, the high open rate of a newsletter (which committee members praised), the creation of a virtual guide to Folly based on the media kit, the past and future distribution of Folly Logo stickers, the coordination of off-season discounts with the Folly Association of Businesses, the promotion of the upcoming jazz festival, the well-placed remnant (cheaper) ads in *Southern Living*, the creation of a link with Folly Parks, and huge increases in Internet traffic, e.g., 54.5% this year for the Facebook page of VisitFolly.

Next meeting: Nov. 16. A December meeting is unlikely.

Adjournment came after slightly more than 2 hours of meeting.

Respectfully submitted,  
Nancy Moore, Secretary