

Introductory, TVPC Meeting

The following were present for a special meeting at McLeod Plantation at 5pm: Carl Hally, Sunnee Clark, Alan Kleinfeld, Nancy Moore, Kerry Hupp, Vince Perna, and Robin Brooks, city staff. Missing was committee member Wesley Bloomfield, whose replacement may be appointed in time for our October meeting. Soraya McKay and Jackie Wazir represented Little Dog Agency.

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

Visit to McLeod Plantation, a New, Nearby Attraction

Shawn Halifax gave the group a history and tour of McLeod Plantation, the largest development by the County Parks. He pointed out that the Plantation could coordinate either public or private events with Folly establishments.

Remarks and Updates by the Chair Hally:

- A note of thanks goes to Robin Brooks for obtaining a copyright for our new logo.
- The website, Follybeach.com, has sent a press release about increased Folly tourism, a sign of sensing increased competition from VisitFolly.com. Unfortunately, the release could be mistaken for an official one for the City.
- A new website, Follybeachliving.com, was described. We will watch to see if it grows.
- D.J. Rich, City Councilperson and an owner of Planet Follywood, has acquired a small bus, Folly Beach Island Surfer, to promote tours and bus rental.
- VisitFolly.com and Little Dog will promote the Jazz Festival, but the TVPC will not give money to the event.

Treasurer's Report

Clark reported a concerted effort to align the quarterly tourism tax deposits of about \$70,000 with the City's financial calendar year and with Little Dog's accounts.

The current balance is at \$123,740. Next year's total budget is expected to be up by about \$40,000 at approximately \$195,000.

Report from the CVB

Hupp brought samples of the website and publication work done by the Charleston Bureau of Visitors, with whom we spend about 10% of our budget. There has been a 12% increase in the visits to the Beach websites. Hupp feels that TVPC money is well spent.

Data Report

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

- Charleston increased 8.77%, with a market share of 42%.
- Folly increased 8.13%, with a market share of 5%.
- Kiawah, Seabrook, and Sullivan's Island declined marginally in A-tax revenue.
- Mt. Pleasant increased by 15%, probably due to added hotel space.

New Business

Hally brought up the possibility of spending a large sum on a new sign that could be changed electronically. The group discussed regulatory and maintenance issues. The discussion will continue.

McKay presented evidence of large increases in web hits and greater dominance of VisitFolly.com from general searches.

McKay noted that our videos need to focus less on talking heads and on more activities such as the Jazz Festival, the paddle sports, and the business sector on Center St. One of Raycom's two new videos will emphasize the Jazz Festival.

McKay brought radio spots for comments and stats for the Folly Beach App downloads and views (23,000). She noted increases in website traffic (25,000 users) and the Facebook engaged users (67,300). Because of the number of events, the events calendar will be split into on/on Folly.

Committee members were asked to suggest additions to target categories, e.g. weddings.

There may be a need for a mailed piece about Folly; the group discussed the possibility of a large postcard.

Minutes, TVPC, McLeod Plantation, Sept. 13, 2016

The meeting, which began at 5pm, adjourned at 7:30, until the next regular meeting on Oct. 12.

Respectfully submitted,

Nancy Moore, Secretary

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