

Introductory, TVPC Meeting, March, 15, 2017

The following were present: Carl Hally, Sunnee Clark, Alan Kleinfeld, Nancy Moore, Kerry Hupp, Hope Johnston, and Vince Perna. John Merritt of the Planning Commission attended. Soraya McKay represented Little Dog Agency.

Minutes for the January meeting were approved on a motion by Clark and a second by Hupp.

Remarks and Updates by Chair Hally and Committee Response:

- Since the Planning Commission has agreed to an electronic sign, Hally and Clark presented the artwork for a frame, and the addition of a surf board was approved as part of the sign. Hupp's suggestion that the old sign be donated to the park was liked.
- A hydration system near the City hall has been bolted in but is not working yet. A plaque, one similar to the Vistfolly.com logo and crediting the TVPC, is being priced.
- The consensus of the group was that any large printed maps with advertising is the purview of the Business Association.
- Hally commended Clark's one-page summary of the goals and scope of the TVPC.
- Hally shared with the Committee that he had written a letter to legislators advocating that local communities be allow to ban certain plastics.

Treasurer's Report by Sunnee Clark

- Clark reported \$138,946.72 as the estimated balance of the TVPC account and \$85,139.45 in the TVPC & Little Dog Budget.
- While last year we operated with about \$180,000, it is likely that we will receive more than \$210,000 for the next year. Since we provide about 10% of our budget to the CVB, the committee, with Kerry Hupp as agent, will see that they get a check for \$20,000.

Data Report by Vince Perna

- There was a stunning increase of 24.9% of A-tax receipts for January/February of 2017 over 2015.
- Market share was 5.02 in 2016.

Marketing Updates by McKay

- Indicators for web and Facebook continue a commendable rise, though having risen spectacularly since the reformulation of the TVPC and the use of professional advertising, the upward swing has slowed some as is typical. Examples:
 - 108.6% increase in web sessions.
 - 56.45% increase for the Charlotte area, which had both digital and print ads.
 - 43.7% rise in hits from the New York area.
 - Much higher than average response to Google Ad Words related to weddings and Folly Beach Events.

Committee members discussed which cities might be emphasized for next year. McKay will bring a complete listing of responses by metro areas for next time. Johnson noted that Ohio cities have ranked well in her experience.

McKay had brought quotes from two SEO firms, which seek to improve on Google's game and

give higher ranking to our site. She was asked to bring a third bid to the next meeting. She advocated moving the website to a dedicated server at about \$50 a month. The committee consensus was to discuss the speed, dedicated server, and SEO proposals as a package at the next meeting.

McKay's ad for weddings was heartily accepted. She mentioned the need for clarifying where visitors can park.

Unless called, there will not be a meeting until April 5.

Adjournment came after meeting for 2 hours and 12 minutes.

Respectfully submitted,
Nancy Moore, Secretary