



Tourism & Visitors Promotion Committee, Inc Annual Meeting

Wednesday April 5, 2017

6:00 pm

Folly Beach City Hall Council Chambers
21 Center Street, 2nd Floor
Folly Beach, SC 29439

AGENDA

1. **Call To Order**
2. **Roll Call**
3. **Approval of March Minutes** motion made to approve - passed
4. **Chairman's Comments** Carl revisited reasons for the sign. Talked about why we are bringing more visitors to Folly.
5. **Treasurer's Report** No report given
6. **New Business:**
 - New Welcoming and Information Sign (*Meet at the site of the existing sign, just past Crosby's, to see a demo of possibilities.*)

Met with Nelson Sign Company (sign construction and installation) & Watchfire Signs (LED panels & software). Viewed and discussed sign panel construction and durability. Discussed different sign sizes and resolutions.

Carl read Alan's proposed agreement between the City and TVPC on responsibilities of each party. Discussed how sign to be used, ownership and maintenance.

TVPC will give a Boards and Commissions report about the sign to Council on April 11th. The committee has agreed to offer two approaches to the use of an LED information board, one

using the existing sign modified to accommodate the board, the second using a sign based on David Boatwright's design without the surfboard.

- Motion: That the TVPC seek cooperation with the James Island History Commission in their efforts to promote the history of JI/FB.

Withdrawn per Nancy's request

- Accommodations tax statistics

Doubled market share from 2016 to 2017. Actual receipts up 30%.

- Reports from Little Dog Advertising

April 2016 through March 2017 shows web traffic was great in fall & winter, fell off in summer. Discussed looking at new markets. Motion made by Sunnee to look at new markets was 2nd by Vince. Discussion of SEO with decision postponed until next fiscal year budget. Soraya will check with Colorphon for a third bid.

Next meeting on June 7th.

7. Adjournment At 7pm motion to adjourn made and 2nd.