

Introductory, TVPC Meeting, November 8, 2017

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

Minutes for the August meeting were approved on a motion by Perna and a second by Hupp.

Treasurer's Report by Clark: Our account shows a balance of \$201,707.75. Clark guessed that the 12 week or so loss of the Tides hotel as a venue might reduce total income for the TVPC at about \$13,000 for the year. She noted that the loss would show up in two quarters.

Performance Data by Perna: October 2017 brought in about \$100,000 less than last year. This reduction is assumed to be due to the Tides not having available its usual 132 rooms because of storm damage. In 2016, gross receipts were 3.8 million and 3.7 million for 2017. However, Folly is still up over last year by 7% YTD.

Remarks and Updates by Chair Hally: On the welcome sign progress:

- The sign should be ready for installation by Thanksgiving.
- With McKay's help, the TVPC made plans to do a special "present" unveiling of the new sign with a ribbon-cutting for media.
- Hally asked Moore to report on cooperation with Mosquito Beach. She noted that Bill "Cubby" Wilder, owner of several of the venues, had expressed a willingness to work with the Folly Business Association.

Little Dog Marketing Discussion, led by McKay:

- Two Coups: Trip Advisor has titled Folly one of its 8 "gems" for a romantic getaway. Folly will also get advertising value from the Warrior Surf Foundation being here.
- By consensus the TVPC approved adding Green Team sites, using a legend (dots of different colors), to the web map.
- On a motion by Moore and a second by Kleinfeld, Little Dog will purchase \$7500. of 7 weeks of cable time during the winter in Fairfax, VA; ditto \$7500. for Atlanta. Households of =>45 in age and =>\$1000,000 income will be targeted. Little Dog will monitor an emerging opportunity to place advertising triggered by weather conditions in a specific geographical area, e.g., advertising Folly to Boston during a Boston snowstorm.
- The TVPC evaluated 3 drafts of a half page ad for *Southern Living* and the CVB.
- McKay explained the use of vacation-connected bloggers to influence the selection of Folly. She will send some options for committee members to winnow.

Adjournment came at 7:15pm.

There will be no December meeting, though a January 10th one is expected..

Respectfully submitted,
Nancy Moore, Secretary