

### **Introductory, TVPC Meeting, October 4, 2017**

The following were present: Carl Hally, Sunnee Clark, Nancy Moore, Kerry Hupp, Vince Perna, Alan Kleinfeld, and Hope Johnston. Robin Brooks represented the city staff. Council members attending were Laurie Hull, Dale Stuckey, and Teresa Marshall. Soraya McKay represented Little Dog Agency.

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

### **CACVB Report from Sandy Nivens:**

- Folly Beach ranked 2<sup>nd</sup> in two key metrics, after Wild Dunes as first in both metrics. Our beach gets a lot of traffic as the only one welcoming weddings.
- Nivens will share with McKay and Hupp more internal information about website hits.
- CACVB continues to work for more direct flights, which drive tourism from distant cities.
- On a motion by Moore and a second by Hupp, the TVPC approved a budget with the CACVB for \$16,700 for next year.

**Treasurer's Report:** Our account shows a balance of \$231,237, following an recent infusion of \$92,000 in A-Tax and after an initial down payment on the new sign.

**Performance Data:** Perna reported that Folly is up 8% YTD.

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

- Hally reported that most TVPC members had attended a Procedures and Policy Review session offered by the city.
- On the welcome sign progress:
  - The basic sign has been ordered but final tweaks to the design are possible.
  - Following much discussion of four possibilities, the committee chose orange for the large letters of "FOLLY BEACH" and a contrasting white for wording to welcome visitors and give the website address.
- The consensus was to reject some requests for help with bringing back the "Folly Boat," because, among other things, liability and permit issues.
- Folly won two awards in the Post and Courier "Reader's Choice" awards: Best beach to hang out on and best destination beach. The plaque will be presented at a Council meeting.
- VisitFolly.com will feature Mosquito Beach and the Seashore Farmers' Lodge. These organizations will need to join the Folly Association of Business.
- The consensus was to reject, for now, a proposal that the TVPC take over advertising for the various festivals, primarily because the festivals do not drive accommodations.

### **Little Dog Marketing Discussion:**

- On a motion by Moore and second by Hupp, TVPC accepted a bid for SEO enhancement at \$725 per month for 6 months.
- The consensus was that two additional videos should feature (1) weddings and (2) experiences such as tours and SUPs.
- The committee members agreed to buy cable time to bolster our digital presence in a large and a smaller city, probably Atlanta and Washington, DC. Little Dog will have

a proposal at the next meeting.

Adjournment came at 8:10pm. Next meeting: November 8. No December meeting.

Respectfully submitted,  
Nancy Moore, Secretary