

Introductory, TVPC Meeting, January 10, 2018

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. Soraya McKay represented Little Dog Agency. Councilperson Teresa Marshall attended.

Minutes for the November meeting were approved on a motion by Perna and a second by Kleinfeld.

Treasurer's Report by Clark: At the end of December, our account showed \$245,968. The account has had a deposit of \$109,288. The large cost of the sign has been paid. It is difficult to know with certainty where accounts stand: (1) The Thanksgiving and Christmas vacation periods have delayed record keeping and posting. (2) The Tides, a major contributor to income, has been shut down for several weeks for renovations following the hurricane, and it is uncertain that all the loss from the Tides has been reported. (3) The unusually cold weather should reduce income.

Clark also showed a picture she had purchased for \$30 from a local professional photographer. It was of a snowy night on Folly.

Performance Data by Perna:

As with the treasurer's report, Verna noted that we will have more certainty in February for the 2017 year. According to the county figures we have at this point, 2017 was 5% higher than 2016.

Remarks and Updates by Chair Hally:

- Hally met with the mayor and two councilpersons about citizen complaints concerning the new sign. The timing and fonts have been improved, "Visitfolly" may be removed or made less prominent, and "The Edge of America" has been added. Lighting will be added. The sign proved useful during the recent holiday events.
- Three new direct flights now reach Charleston.
- An experienced manager of ghost and history walks is planning to bring a walk to Folly. While the ghost aspect is designed to lure people, the walk will be substantive in history.

Little Dog Marketing Discussion, led by McKay:

- Influencers are bloggers followed by a number of people. McKay recommended two such travel bloggers who would have expenses paid to come to Folly and report their experiences. We are owed two more videos by Raycom, and those would be shot during the visit. After much discussion, the Committee approved a \$3000 expenditure for one influencer.
- The hiring of an SEO firm has improved our Google rankings.

Adjournment came at 7:25pm.

The February meeting is set for Wednesday, the 21st.

Respectfully submitted,
Nancy Moore, Secretary