



Tourism & Visitors Promotion Committee, Inc

Wednesday March 14, 2018

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**
 - Present - Hally, Perna, Clark, Hupp, & Kleinfeld
 - Not Present – Moore and Johnston
- 3. Approval of February Minutes**
 - Motion to approve made by Perna, 2nd by Kleinfeld and unanimously passed.
- 4. Treasurer's Report**
 - Balance as of February is \$203616.41
- 5. Performance Data**
 - Numbers showing a leveling off but up from last year.
- 6. Chair's Report:**
 - Contacted Nelsen Sign about changes to welcome sign.
 - Mentioned Valeries Doudy's coloring book of Folly Island.
- 7. Final preparation for and evaluation for the bloggers visit**
 - Itinerary set except need to lock in for time of boat tour.

- Motion made by Kleinfeld, 2nd by Perna and carried unanimously to spend up to \$500 on the oyster roast for the blogger visit.

8. Discussion: direction for fall marketing campaign

- Possibly less money spent on print ads.
- Consider targeting new markets that have direct flights.
- New projects considered such as lighting for streets, beach wheel chairs, trashcans, etc.

9. Committee Comments

- Committee compared their Folly Gras 2018 experience to Folly Gras 2017, what had improved and what still need improvement. Number of arrests for Folly Gras 2018 was 10 compared to 2017 at 25.

10. Adjournment

- Motion made and 2nd at 7:15 pm
- Next meeting April 11th at 6:00 pm