

TVPC Meeting Minutes: May 13th, 2020 5pm
Meeting Minutes
Meeting held at the Folly River Lodge Courtyard

Call to order: Meeting was called to order by Chair Carl Hally at 5:00 pm

Roll Call: In attendance - Carl Hally, Vince Perna, Sunnee Clark.
Nancy Moore and Kerry Hupp attended via Zoom. Soraya McKay represented Little Dog Agency.

Meeting minutes from Feb. 2020 meeting were approved.

Treasurers Report:

Vince reported that we have booked expenses of \$190,770 with anticipated incoming Atax of \$171,000. \$20,230 to be allocated.

The committee updated the budget for the FY21 Budget as follows:

- CVB membership contribution \$20,000
- SEO – keep current budget of \$420
- Google Ad words - \$6,000
- Social Media Promotion - \$22,000 – \$6,000 per month July/Aug. and \$1,000 all other months.
- TV Network (targeted online digital ads) - \$83,500 – adding Columbus Ohio to the line up
- Discretionary Advertising - \$6,000 video creation / \$10,000 contingency

2020 March/April atax receipts came in at 62% of last years receipts.

Carl to check with the Chief regarding the funds we were possibly going to use to Hire additional beach patrol.

A motion to pass the proposed FY21 budget was passed and will be presented to City Council.

Folly Bucks promotion review:

FAB to cover the cost of the Folly Bucks cards.

TVPC to cover the cost of promoting the give-away via video production, social media and targeted digital ads. Folly Bucks will also be available for purchase to use as a company give away if so desired. The Folly Bucks promotion will focus on clean air, wide open spaces and safety. Soraya will be working on a schedule for the promotion.

Meeting Adjourned at 6:58 pm

Respectfully submitted by Kerry Hupp