

**TVPC Meeting Minutes: Aug 19, 2020 5:30pm**  
**Meeting Minutes**  
**Meeting held via Zoom**

**Call to order:** Meeting was called to order by Chair Sunnee Clark at 5:30 pm

**Roll Call:** In attendance via Zoom - Carl Hally, Vince Perna, Sunnee Clark, Nancy Moore, Ed James Kerry Hupp and Pietro Giardini. Robin Brooks represented the City of Folly Beach. Soraya McKay represented Little Dog Agency.

**Meeting minutes from July 22, 2020 meeting were approved.**

**Committee Chair Comments:**

- Upcoming events for 2021 – opportunities for TVPC participation.
  - A) PGA May 17-23 – Kiawah Island – time to start Folly Beach specials for this event. A Ferry from Folly to Kiawah is being considered.
  - B) Worrell 1000 Catamaran May 16<sup>th</sup> – the race will be making a stop at Folly and have reserved the Tides for their stay.
- Sunnee Introduced new committee member Pietro Giardini to the group and reviewed the TVPC Mission statement.

**Treasurers Report:**

- Current bank balance: \$191,856.
- Atax for Folly is down 36% from last year at this time.
- Other cities were also down as well.

**Little Dog Updates:**

• We reviewed timing on kicking off the TVPC advertising and concluded we should begin now as it will take a few weeks to ramp up.

- Ideas discussed was to promote Education for families visiting Folly while they're Children are attending school remotely by promoting the following:
  - McCleod Plantation (history lesson)
  - Children's Museum
  - Aquarium
  - FB library could participate with an event for children – perhaps show the movie Glory.
  - FB Ecotours

Soraya will work on the concept for an Education campaign.

Safety messages will be pushed the overall market

Education messages will be pushed to the drive market

- The group reviewed the current videos and rack card and suggested some edits for each. Soraya will work on getting them updated and send out revisions to the Committee to approve.

**Next meeting scheduled for Wednesday, Sept. 16<sup>th</sup> (info to come)**

Meeting Adjourned at 6:59 pm

Respectfully submitted by Kerry Hupp