

## TVPC Meeting Minutes: Jan. 20<sup>th</sup>, 2021 6:00 pm via Zoom

Present: Carl Hally, Ed Iames, Nancy Moore, Vince Perna, Kerry Hupp  
Soraya McKay (Little Dog), Robin Brooks (City of Folly Beach)

Minutes from the Dec. 12, 2020 meeting were approved.

### Chair Comments:

- The committee still has a position open and there are two potential candidates. If anyone knows of someone who would like to apply, please have them fill out the application and submit to the city for review.
- Ed sent the list of our visitor enhancement projects to Aaron Pope at city hall to review and give the TVPC his input.
- Ed will be putting together a calendar for the 2021 meetings.

### Treasurers Report:

- Atax deposits have come in at 90% of what was anticipated. Earlier we anticipated they would average around 60% due to COVID. The beaches fared better than other areas in atax collections.
- \$135,000 atax deposit was made in December. Current bank balance is \$316,380. The committee agreed to Budget \$60,000 for the visitor enhancement projects.

### Visitor Enhancement Programs Discussion

- Center Street WiFi – Carl is going to review coverage and cost with Aaron Stransky.
- The chief has concerns regarding vagrancy if we provide free WiFi which should be considered.
- Beach Patrol Assistance – Carl and Chief Gilreath agreed to postpone any movement on this until next year.
- Trash Corrals - Soraya is going to follow up with FAB and confirm they will be spearheading this project.

### Little Dog Updates Soraya McKay:

Folly Dollars Program updates:

- Facebook contest: 12/8 – 12/16 had a 10,536 reach.  
1/12-1/18 add a pick contest had a 58,042 reach and good engagement.  
Next facebook contest will be Nominate a Healthcare Hero.
- Website visitors are up 10.75%.
- \$3,000 Folly Dollars have been redeemed to date.
- Current advertising is targeting drive markets – 1/3 digital ad budget focusing on Education campaign, 2/3 ad budget on cleanliness. 3 million impressions with 3,592 clicks and 11% click through. The Education page is the 5<sup>th</sup> most visited page on the sight with 3,834 visits 10/7/2020-1/19/2021.
- New users are down 22%
- Display vs Video ad stats review to come – breakout Oct./Nov./Dec.

### Committee Comments:

- Vince suggested we revisit Art installations on Folly. The committee to bring ideas to the next meeting.

**Next Meeting:** Wed. Feb. 10<sup>th</sup> 6:00 pm via Zoom

Meeting Adjourned shortly after 7:00 pm – Meeting minutes respectfully submitted by Kerry Hupp