

TVPC Meeting Minutes: Nov. 18th, 2020 via Zoom

Present: Carl Hally, Sunnee Clark, Ed Iames, Petro Giardini, Nancy Moore, Vince Perna, Robin Brooks (City of Folly Beach), Soraya McKay (Little Dog) and Sandy Nivens representing the CVB.

Minutes from the Sept. 30th meeting were approved.

Chair Comments:

Sunnee shared that the Folly Beach was awarded best public space by the Charleston City paper. She also let the committee know that she and Kurt are selling their property and will be moving from Folly in January. The committee will need to find a replacement for her position as well as fill the other accommodations board member vacancy. The new board member will need to be approved by City Council hopefully in December.

Sandy Nivens CVB Presentation:

Sandy shared the CVB advertising stats for Folly Beach. Folly is ranked #4 on the website, with 6,000 clicks on the banner ad 37,000 clicks on pages search for Folly Beach. The biggest spike in traffic was in June and July. The CVB current advertising is focusing on the drive market and running TV ads. Sandy left the contracts for the CVB visitor guide, Weddings add and Banner ads for the committee to review and approve.

Treasurer's report:

Vince reported that the Atax was only down 7%.
August and Sept of 2020 were actually numbers were actually higher than 2019.
Vince will share the bank balance information when he gets the next statement.

CVB Advertising Expenditures for 20-21 Approved as follows:

\$9,800.00 for the CVB Visitors Guide ad, \$4,800.00 for the 2020-2021 badge ads
And \$2,600.00 for Weddings ad.

Little Dog Updates Soraya McKay:

Folly Dollars Program updates:

Folly Dollars Facebook campaign changed from ads to boosted posts.

Targeting 35-55 years old market.

95% of people who liked the posts were not fans and were invited to become fans.

So far they have given away six Folly Dollar cards with dollar amounts of 25.00 to 50.00 totaling \$4,100.00. \$1,600.00 was redeemed in 45 days with 1,042 total engagements.

They can track where and when the cards are spent

Website Stats: (pulled after the lockdown ended) were down 8.5% from last year.

Committee Comments:

We reviewed the option of putting some of our funds towards upgrading the 3rd street west bathrooms. Sunnee shared information regarding the FAB FollyDay Market Hop on Nov. 21st and Dec. 12th.

Election to Fill Vacancies:

Nancy Moore nominated Kerry Hupp for Chair of the TVPC to fill Sunnee's upcoming vacancy. The committee decided to table the election of new officers for now. A special Election Meeting is scheduled for Wed. Dec. 9th @ 6:00 pm via Zoom – details for zoom log in to come.

Meeting Adjourned 7:16pm

Respectfully Submitted by Kerry Hupp