

TVPC Meeting Minutes: Dec. 16th, 2020 6:00 pm via Zoom

Present: Carl Hally, Sunnee Clark, Ed Iames, Nancy Moore, Vince Perna, Kerry Hupp
Soraya McKay (Little Dog)

Minutes from the Nov. 18th meeting were approved.

Chair Comments:

Sunnee bid farewell to the committee as she is moving on to new adventures. The committee thanked her for her dedication and hard during her term with the TVPC.

Visitor Enhancement Programs Discussion:

The following items are on the list of City improvements which the TVPC can consider funding:

- A) Trash corrals at the walkovers – The TVPC decided to let FAB contribute to this project.
- B) Right of way shoulder improvements – Vince suggested this may be out of our budget.
- C) 2nd West pedestrian path.
- D) 3rd West restroom renovation.
- E) Morris Island restroom
- F) Beach clean up (rake 3x/year) – Ed to review with Nicole Elco consulting engineer for the City.
- G) Bike racks - Vince to follow up with the City to see where they are needed.
- H) Decorative bricks in curved areas at the washout and community center.
- I) Litter Education – the committee agreed that Venessa Altman is already counting and documenting litter stats to the state and has an education program in place. TVPC agreed it would be a good idea to ask Colleen to update the Folly Sign with litter education information. Soraya will reach out to Vanessa and review some new ideas. Carl to follow up with Chief Gilreath regarding the idea of a dedicated public safety person on the beach which was discussed pre COVID. There is a petition to ban smoking on the beach circulating at this time.
- J) Improve street lighting beyond what has already been installed.

Treasurer's report:

Vince reported that the Atax collected so far is \$137,732.57, we had budgeted \$171,000.00.

Current bank balance: \$339,742.00

Revenue is better than expected, down 5.25% from last year.

Beaches have done far better than other municipalities during the COVID lockdowns.

Reasonable budget for the visitor enhancements is \$60,000.00. Vince will update the budget to include this amount.

Little Dog Updates Soraya McKay:

Folly Dollars Program updates:

- \$2,000.00 Folly Dollars have been redeemed on the island since it kicked off.
- Soraya shared her screen stats with Facebook Folly Dollars Boosted Posts Reach / Post Engagement / Link Clicks / Likes / Comments and Shares.
- Sunnee requested that Soraya compare website visits this year vs last year.
- Adwords have a 8.5% click through rate which is very impressive.

Election of New Chair:

Ed Iames was elected as the new TVPC Chair, Kerry Hupp will continue as Secretary.

The TVPC currently has an opening for a Hospitality committee member.

Committee Comments:

The entire committee thanks Sunnee again for her many contributions to the TVPC and wished her well.

Next meeting Wednesday, Jan. 13th at 6:00 pm via Zoom.

Meeting Adjourned 7:30 pm – Meeting minutes respectfully submitted by Kerry Hupp