

TVPC Meeting Minutes: March 10th, 2021 6:00 pm via Zoom

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

Minutes from the Feb. 10th, 2021 meeting were approved.

Chair Comments:

- Ed commented that last year this week was our first week of lockdown. Currently real estate and rentals are up.
- Ed introduced John Rosen to discuss ideas for litter control on the beach.

John Rosen Little Committee / Litter Patrol ideas:

- Litter patrol should focus on the commercial corridor and get more frequent beach sweeps on the calendar. Get info regarding beach sweeps to Colleen at City Hall so she can put them on the website Calendar.
- Hire a college student and offer this position as a college credit opportunity. Drafting a job description now. Offer \$750 to \$1,000 for the initial week, possibly using Folly Dollars or it would have to be a 1099 employee.
- Check with the Charleston Aquarium for potential volunteers.
- Easter week would make a good pilot week, recording type of trash and time of day it is removed. Reporting it to the My Coast App.
- Vince and John to spearhead this project.

Treasurers Report:

- Current bank balance is \$266,478.00, writing a check request for \$26,000.00 for advertising invoices.
- Jan 2021 A Tax receipts are on pace with Jan 2020.
- April meeting, we need to discuss the new budget. Vince will bring a draft of the new budget to the April meeting.
- April meeting we will discuss how we will allocate the \$60,000.00 for visitor enhancement projects, which include:
 - Mid-block right of way
 - Trash corrals
 - Folly Art Project
 - Graveling and Parking enhancements
 - Beach grooming

Little Dog Updates:

- Re-up Folly Beach Map Ad.
- Accommodations clicks will be reported during the April meeting.
- Soraya to focus on Book Now clicks and see if we can define houses vs rooms.
- Soraya to look see if she can measure how long visitors are spending on the site before booking.
- Little Dog to re-run the weddings advertising.
- Soraya recommended we run another SEO @ \$750/mo for 6-9 months and increase google ad words.
- Soraya described new medium OTT – Target television ads through connected devices through Smart TV's and streaming services such as Amazon Prime. Cost runs \$5,000.00/mo for large markets, \$1500.00/mo for smaller markets.
- Ed suggested we look into using OTT in two markets as a test – 1 in a drive market and 1 in a fly market.
- CVB top market info to come from Sandy Nivens at the CVB.

Committee Comments:

- Vince suggestions for visitor enhancement projects:

- upgrade the blue mesh trash cans
- Paint utility boxes
- He will talk to Eric about the trash corrals and find out how many there are.
Budget of \$1500.00 each to paint/enhance.
- Folly Art sculpture project
- Painting area behind the 2nd street bathrooms
- Carl shared a pic of a trash corral idea from Jupiter beach which provides buckets for people to take to the beach and pick up trash.
- Carl also let us know the sailboat race coming to Folly was cancelled.
- Carl asked the committee if we should add a walking tour of Charleston video to the website.

Next Meeting: Wed. April 14th, 6:00 pm via Zoom

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