

TVPC Meeting Minutes: April 21st, 2021 6:00 pm via Zoom

Present: Carl Hally, Ed Iames, Vince Perna, Kerry Hupp, Soraya McKay (Little Dog), Billy Grooms (City Counsel) and Pietro Giardini.

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

Chair Comments:

- Ed thanked the rest of the committee for agreeing to the meeting date change.
- Budget is due to City Council by April 22nd noon.
- The committee to review Little Dog request for a raise.
- We need to spend surplus.

Treasurers Report:

- A-Tax up 52% compared to Dec-Jan. 2019-20.
- Current bank balance is \$321,840.
- CVB budget for 2021 \$20,000, \$25,000 for 2022
- 2022 budget allocation ideas to be finalized in the future:
 - \$60,000 visitor enhancements (grooming, right of way, trash corrals, etc).
 - Trash Corrals (Ed to review with Eric at City Hall on who will be handling this project)
 - Advertising push for the fall going after higher dollar bookings
 - Additional Restrooms (Ed to set up meeting with Eric and Aaron at City Hall to review)
 - \$2,750 retainer for Little Dog
 - \$20,000 CVB ads.
 - \$25,000 CVB membership/contribution
 - \$600/month social media promotions
 - SEO 750/month
 - Expand Google Ad Words all year
 - Folly Sign – repair / maintenance
 - Print /online advertising – 4 to 5 remnants, avoiding NY, MN and MI.
 - Digital TV – spend more in Washington DC, VA, IL and Tulsa OK
 - Billy Grooms suggested – radio station to help with traffic flow
 - Litter Control
 - Photography for future promotions (can use '21 budgeted funds for this).

Little Dog Updates:

- Soraya reviewed Benchmarks / Accommodations clicks - a review of markets we have targeted and the growth of website visitors broken out by market as well as click throughs.
- Soraya reviewed top markets for visitfolly.com and CBV.
- Soraya reviewed Digital Ad Campaign results from Oct. 2020 – March 2021.
- Soraya suggested the following:
 - increasing monthly management fee to \$2,750 / month.
 - SEO update
 - increasing google ad words budget.
 - Consider Connected TV ads as a new medium
 - Increasing the number of markets we are targeting.
- Little Dog may take over the Folly Sign messaging, Soraya to review with Colleen at City Hall.
- Soraya reviewed the digital ads from Oct – March 21 click through rates.
- CVB wedding ad has been successful. Pietro agreed that weddings are coming back to the beach.
- Accommodations (Stay page) is #3 page on visitfolly.com
- FAB is looking for Artists to create designs for the electrical boxes and will post an advertisement on the website promoting this idea.

Committee Comments:

- The committee is still looking for a new member, will have more information regarding applications for next meeting.
- Ed is researching a singer/songwriter festival idea.
- Little Dog raise was approved.
- Ed suggested that we brainstorm ideas of what answers we get from the data we collect from our advertising efforts.
- Ed would like to see an executive summary dashboard that highlights continuous feedback and benchmark numbers of our marketing efforts.

Next Meeting: Wed. May 12th, 2021 @ 6pm via zoom.

Meeting Adjourned 7:22 pm – Meeting minutes respectfully submitted by Kerry Hupp