

TVPC Meeting Minutes: May 19th, 2021 6:00 pm

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

Minutes from the April 21st, 2021 meeting were approved.

Chair Comments:

- Business is good, Real Estate is rocking it, the labor shortage is still an issue.
- Would like to add a link to the website to the History piece on Sol Legare
- Budget to be presented to City Council on June 8th.

Treasurers Report:

- Vince will have bank statement available for the June 2021 meeting.
- A-tax receipts are way up from 2019.
- We have a \$60K budget for visitor enhancements that needs to be allocated, Ed to follow up with City Hall to finalize the allocation.

Little Dog Updates:

- Google ad word budget is @ \$600.00 / mo.
- SEO budget is \$750.00 / mo for 9 months.
- Review Garden & Gun advertising opportunities (not a rush)
- Looking for photography – suggested hiring a photographer for \$1800.00 – 300 photos
Work on getting a list together of what we need.
- Folly Sign – the committee decided it would be best that the City Hall remain in charge of the sign and Little Dog can supply graphics and content requested by the City.
- The committee reviewed the following ad markets for future promotions:
Charlotte, Washington DC, Philadelphia, Nashville, Chicago, Cincinnati, Atlanta and NY.
Ed will review and give us his final recommendations.
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Committee Comments:

- City Hall did not enact a moratorium on short term rentals.
- The litter control pilot program was a success. TVPC will fund this program through the summer.
FAB is doing the hiring and coordination.

Next Meeting: Wed. June 9th, 2021

Meeting Adjourned 7:24 pm – Meeting minutes respectfully submitted by Kerry Hupp