

## **TVPC Meeting Minutes: June 9, 2021, 6:00 pm – Conference Room Folly Beach City Hall**

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

**Minutes from the May 19<sup>th</sup>, 2021 meeting were approved.**

### **Chair Comments:**

- TVPC Budget has been submitted to City Council, the meeting went well, council asked for clarification on budget allocations.
- Ed thanked Kerry for her service to the TVPC and shared a cake with the group as this is her last meeting with the TVPC.
- New board members were welcomed – Carol Hart and Rick Dipasquale
- Folly Beach business is up, people are traveling.

### **Treasurers Report:**

- A tax receipts year-to-date are up 260.50% from 2020.
- Beach communities are out-performing cities in a tax receipts.
- Current bank account balance is \$335,756.

### **Visitor Enhancement Reviewed:**

- Beach Cleaning
- Beach Renourishment
- Beach wheelchair rugs/mats
- Bathrooms at paid parking lots
- Proposed museum
- Ed to meet with Aaron and Lee at City Hall to review these ideas and how much TVPC could possibly allocate towards these projects.

### **Little Dog Updates:**

- The committee reviewed a list of photography to be used for future off-season promotion. Little Dog will be hiring a photographer.
- Carol Hart shared the idea of a Folly Island House tour and podcast.
- Breeze Airways now has direct flights into Charleston.
- Cities selected for upcoming promotions:  
Atlanta, Charlotte, Raleigh, Knoxville, Columbus, Nashville, Chicago, NY, DC, Philadelphia  
Little Dog will suggest dollar allocations for each market.
- Soraya suggested we investigate OTT (Over the Top) advertising. This is basically TV Commercials through dedicated streaming services like Hulu, Roku, AppleTV, ChromeCast, or an internet-connected TV. Soraya will make budget allocation and timeline suggestion.
- Soraya to send her budget suggestions one week in advance of next TVPC meeting for all to review.

### **Board Elections:**

- New board installed  
Chair: Ed Iames  
Treasurer: Vince Perna  
Secretary: to be confirmed during July meeting

### **Committee Comments:**

- The short-term rental moratorium was discussed. We asked the question: What is driving the change regarding rentals on Folly? The committee was asked to come to the next meeting with some ideas on how we can improve the short-term rental rules without having to go through a moratorium.
- Kerry asked if the Public Safety could please not park the probation and parole van on Center Street as you enter the beach during the holidays, it's not very inviting for those visiting the island.

**Next Meeting:** Wednesday, July 14<sup>th</sup>, 2021 at 6:00 pm - City Hall Conference Room.

Meeting Adjourned 7:40 pm – Meeting minutes respectfully submitted by Kerry Hupp