

TVPC Meeting Minutes: Sept 30, 2020 / 6pm at the River Lodge.

Present: Hally, Moore, Clark, Perna, James, and, from Little Dog, McKay. Absent: Giardini, Hupp, Brooks (city). Visiting from the City: Colleen Jolly.

Minutes were unanimously approved on a motion by Hally and second by James.

As part of the chair's remarks, Clark noted that we have quite a bit of cash we need to spend.

Treasurer's report: Perna reported \$249,534 in the TVPC account with \$50,000 deposited recently from A-tax. We are down 27%, year over year.

McKay reported on the overall marketing plan of \$83,000, which focuses upon drive markets, using:

- Digital ads, with an expenditure emphasis, October to March.
- Videos through Raycom showcasing sanitation efforts and educational opportunities for school children.
- Adults 30-55 with children and other adults, 40-65.
- Social media, primarily Facebook with blitzes early and later.

McKay and the group discussed a special promotion, Folly Dollars, which some recipients can win by going to the TVPC website and signing up. A total of \$27,000 secured by the Folly business association from the A-Tax Committee, will be available. This campaign will have the following features:

- Larger amounts to be given as lures to those with the longest drives.
- Facebook as the primarily ad vehicle.
- A budget of \$16,000 for promoting Folly Dollars.
- Charlotte to be used as a test market for "bonus dollars" to encourage people to stay 4 or more days.
- Close monitoring and initial reports in December to allow for quick revisions.

At the October 21st meeting, our list of enhancements projects needs attention. That list includes:

- Trash litter pick up with beach patrol
- Planters with seasonal plantings and monthly maintenance at Folly River Park
- Painting mural(s) at 2nd East walkover new fence. Use a single artist or various depending on mural or multiple murals in sections of fence
- Artistic trash receptacles on beach to 3rd block either side and hire to have someone empty them daily May through Sept. Talk to Jarrod with parking company as they maintain bathrooms

Adjourned at 7:28.

Respectfully,
Nancy Moore, substituting for Kerry Hupp