

TVPC Meeting Minutes: August 11, 2021, 6:00 pm Conference Room Folly Beach City Hall

Present: Carl Hally, Ed Iames, Vince Perna, Robin Brooks (City of Folly Beach), Carol Hart, plus Nancy Moore, and Soraya McKay (Little Dog) attending via Zoom.

Minutes from the June 9th, 2021 meeting were approved.

Chair Comments:

- Folly Beach businesses are in a unique situation post-COVID with a Summer Peak Season plagued by Supply Chain issues and dearth of help for hire. TVPC Past Chair, Carl, has agreed to assist more in-depth to enable Ed to continue in the Chair role while simultaneously working through these business matters.
- Ed met with Tim and Aaron on the status of the Visitor Enhancement projects so that TVPC could pay the outstanding invoices that TVPC committed to. It is possible that TVPC may be asked to take on some project management in order to move these enhancements along to completion so the payments can be made in calendar year 2021.
- Soraya has been invited to collaborate with another beach town and that opportunity should bring some positive cross pollination of ideas for both towns.

Treasurer's Report:

- A-tax receipts year-to-date are up 33.45% from 2019.
- Beach communities are still out-performing cities in A-tax receipts.
- August month-end bank account balance is expected to be \$380k after this month's deposit.

Old Business:

Board Elections:

- New board installed... Chair: Ed Iames, Treasurer: Vince Perna, Secretary: Carol Hart

Visitor Enhancement Projects:

- Ed has a followup meeting with Tim and Aaron later this month.

Little Dog Promotion Budget Allocation & Timeline:

- Folly River Music Series on three Fridays in October. TVPC will promote in our standard "drive distance" markets, with maximum being Asheville / Charlotte distance.
- Reviewed and approved OTT proposal as presented.
- Accepted offer of free ad in Coastal Living.
- Approved proposal to weave promotion of Folly Beach events into the video shoots, approved last meeting, provided they are not blocked by COVID mitigation.

Suggestions for STR rule mods in lieu of moratorium:

- Tabled

New Business:

Discussion on a large ad buy opportunity in "Garden and Gun":

- Reviewed ad proposal of \$17k for full page ad and 450k impressions on their website. This would be a good year to try it. Approved ad in Nov/Dec issue to reach February SEWE crowd.

Committee Comments:

- Carl shared about recent approval of the “Worrell 2000” sailboat race to stop at Folly Beach May 15, 2022 and spend the night at Tides. Boats come from Australia, France, and more. Colleen is point of contact for City of Folly Beach.
- Ed commented that he is always impressed with how the team works together creatively and productively for the benefit of Folly Beach.

Next Meeting: Wednesday, September 8th, 2021 at 6:00 pm - City Hall Conference Room.

Meeting Adjourned 7:40 pm – Meeting minutes respectfully submitted by Carol Hart