

TVPC Meeting Minutes: September 8, 2021, 6:00 pm Conference Room Folly Beach City Hall

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

Minutes from the August 11th, 2021 meeting were approved.

Chair Comments:

- Recap of August meeting with City (Tim & Aaron) regarding Visitor Enhancement projects...
 - o Priorities have been set with #1 being “Safety” and #2 being “Beach Protection”.
 - o Safety
 - The new 2nd St W sidewalk is definitely a safety enhancement, and given the recent incident of car vs. pedestrian at 3rd E, the top priority is installation of a sidewalk at 2nd St E.
 - TVPC has already committed \$60k per year towards projects.
 - o Beach Protection
 - City and TVPC are still looking at how TVPC can assist with beach erosion projects. One example might involve installation of more groins.
- Many years of hard work promoting Folly Beach is showing in growth of visitor count and in resulting A-Tax income.

Treasurer’s Report:

- Month-end bank account balance ended up being \$459k after August’s deposit.
- This is the highest balance since Vince has been Treasurer.
- A-tax receipts year-to-date are up 37% compared to 2019.
- Beach communities are still performing well. This might be due to availability of house rentals vs. hotels and COVID concerns regarding close quarters. There tends to be more such rentals available in beach towns over cities.
- It was noted that TVPC is obligated to spend the dollars they receive from the State annually.

Guest Speaker for History Museum: Tabled to future meeting

Old Business:

Visitor Enhancement Projects:

- The County may approve extension of the septic system to the public restrooms at 2E. TVPC is already funding a \$5k upgrade of the current pump system. Could these upgrades be synchronized?
- Addition of temporary restroom facilities at other public access points remains under consideration.
- The potential assistance to the History Museum is of mutual benefit because that building also serves as our Visitor Center.
- Vince proposed that TVPC plan to look at some smaller projects after we pay out for the priorities and know what funds we have remaining to put to use. Carl suggested Osprey nests as an example of a small project.

Little Dog Update:

- Soraya provided updates on the Garden & Gun ad, video shoots, and the photography project. She also shared copies of the free ad that Coastal Living gave us as a thank you for our business.

- o For Garden & Gun, this committee selected the “Discover” messaging as the favorite option.
- o Regarding video shoots, the September & October events had their permits revoked due to the COVID spike, but Soraya still has the weddings to capture video from. Ed suggested also grabbing some authentic Folly Culture such as live music clips. Singer-songwriter festivals are a big draw for many other towns. Look at Key West examples.
- Next month, Soraya will bring updated metrics.

STR Committee update:

- City Council tabled this topic at their last meeting.

New Business: None

Committee Comments:

- Nancy stated that she is pausing work on the Events calendar until COVID count goes back down because of the uncertainty of approved events getting their permit revoked.
- Rick asked about working with Production companies to promote shooting shows/movies/ads at Folly Beach. Robin said that the City isn't necessarily eager to attract them because their activities require street closures and other inconveniences.
- Carol asked what we should do now and in 2022 to start building up the Folly Beach 50th Anniversary in 2023. There was unanimous agreement that we definitely need to promote, and this will be a New Business item for the next meeting.
- Thought for the next meeting... Can we legitimately make the claim that we are “Charleston's Original Beach Town”?

Next Meeting: Wednesday, October 13th, 2021 at 6:00 pm - City Hall Conference Room.

Meeting Adjourned 7:15 pm – Meeting minutes respectfully submitted by Carol Hart