

Communications Committee
Wednesday, February 10, 2016
Meeting Minutes

Chairman Tucker called the meeting to order at 11:00 a.m. in the main conference room of the CSA Building. Mr. Tucker welcomed everyone and introduced Mr. Barry Barth as his Co-chairman.

1. **Call Meeting to Order**

Present:	Barry Barth Rich Speer	JR Richardson Michael Tucker	Beverly Serral
Ex-officio:	Mark Griffith		
Absent:	Dave Borghesi	Charlie Miner	Cary Corbitt
Staff:	Amanda Sutcliffe-Jones Jeanne Pearse	David Henderson	Beau Barnett

2. **Review and Approval of 2016 Charter** – The charter was reviewed and some minor changes were suggested. Mr. Tucker made the following motion which was seconded by Mr. Speer and was unanimously passed:

“RESOLVED, the Communications Committee recommends the CSA Board approve the charter for 2016 with a few minor revisions.”

3. **Future Committee Meeting Agendas and Tasks** – To conserve time at future meetings, the Committee Chairmen will provide the top three items their respective committee is working on which will be distributed prior to the meeting.
4. **Communications Committee Feedback Needed** - Mr. Tucker said the main focal point of the Committee will be to improve the exchange of information internally at CSA and externally with the residents. CSA staff is aware of this change and will work as conduits to share information and take responsibility for all actions and to help solve problems. The committee members were asked to do the same by bringing information from the community back to the Committee and encouraged listening to everyone. These actions will increase transparency and reflect a new “CSA”.
5. **Committee Chair and Member Responsibilities** – Some committee members and their chairmen make or vote on descions based on their own concepts or personal thinking and not really going out into the community to get the thoughts of their neighbors and other residents. It is the responsibility of the committee members and their chairmen to make dedicions based on the needs of what is best for the community.

6. **February 24, 2016 Community Forum and Agenda** – Mr. Tucker said the main agenda item for the meeting would be the new communications program and inviting property owners to become more involved.

7. **Project Updates**

- a. **Friends of Sea Pines** – A new group consisting of property owners has been formed to help share information within the community. The purpose is to dispel rumors and/or speculations that are passed informally. The group will distribute information and talk about the issues. This group will meet at 1:00 p.m. following the Communications Committee meeting to exchange information.
- b. **Communications Policy** – Amanda Sutcliffe-Jones, the Director of Communications, is working on a Communications Policy that will encompass all aspects of communication including: flyers, letters, Facebook and the website. Once it is in draft form, it will be presented to the Committee for review.

The TV channel that CSA has with Time Warner Cable was discussed. All the information on that channel is very outdated. It was suggested to either update the information on this channel or discontinue it. Amanda Jones will follow up on this issue.

A lengthy discussion was held on posting the committee members and their contact information and the committee meeting minutes on the website. Mr. Griffith, CSA Board Chairman, said these items will be placed on the March CSA Board agenda for a vote.

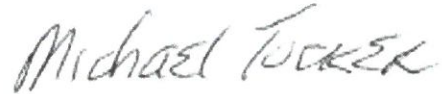
One of the best avenues of communication are the announcement signs posted at the gate entrances. A new electronic sign was being proposed in the budget for 2017, but it was suggested to make a recommendation to the Finance Committee to move this project into 2016.

It was also suggested to present conceptual designs and having community meetings for new projects prior to the board making a final decision to go forward. For any new projects in a specific area, the neighboring property owners should be notified by mail, just as the ARB does, so they could come and view the proposed changes or designs prior to the work being done.

- c. **Marketing Video** – The marketing video will be shared Friends of Sea Pines group. Discussion turned to the video of the February Community Coffee meeting that the AV company had accidentally deleted. CSA will not be charged for the work, however, it had been a contentious meeting between Hargray and property owners and did not reflect well on CSA.
8. **Monthly Reports** – A list of the committees and task forces current projects had been included in the meeting package.

9. **Adjournment** - With no further business, the meeting adjourned at 12:20 p.m. The next meeting is scheduled for March 9, 2016 at 9:00 a.m. in the main conference room of the CSA Building.

Respectfully submitted

A handwritten signature in cursive script that reads "Michael Tucker". The signature is written in black ink and is centered on the page.

Michael Tucker
Chairman