



ADMINISTRATIVE OFFICES  
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Communications Committee  
 Wednesday, May 18, 2016  
 Meeting Minutes

\*\*\*Prior to the meeting the committee viewed the video of Sea Pines. The video will be used to promote and familiarize visitors, new residents and present residents to everything Sea Pines has to offer.

**1. Call Meeting to Order**

Chairman Tucker called the meeting to order at 11:13 a.m. in the main conference room of the CSA Building.

- |                    |                        |                 |                     |
|--------------------|------------------------|-----------------|---------------------|
| <b>Present:</b>    | Barry Barth            | JR Richardson   | Beverly Serral      |
|                    | Rich Speer             | Michael Tucker  | Cary Corbitt        |
|                    | Frank Jeffreys         | Mary Reagan     | Dave Borghesi       |
| <b>Ex-officio:</b> | Mark Griffith          |                 |                     |
| <b>Absent:</b>     | Charlie Miner          |                 |                     |
| <b>Staff:</b>      | Amanda Sutcliffe-Jones | David Henderson | Beau Barnett        |
|                    | Toby McSwain           | Bret Martin     | Kristine Wasilewski |

**2. Chairman’s Comments – Committee Activities:**

Mr. Tucker stated it is important to keep the community abreast as to what we as a committee are doing. As a member of this committee, it is important to communicate to the property owner’s the current and correct information. When working on any project, using the formula of the three “E’s” – Exploring, Evaluating and Executing will help the residents to follow a project from beginning to end.

**3. Topics for Discussion**

*a. Latest Rumors*

What is going on at the Beach? According to Cary Corbitt the Resort will be offering new food and beverage service this summer on the beach at the Sea Pines Beach Club. This service will be available to all patrons that have rented premium beach chairs, situated within a sectioned-off area of the Sea Pines Beach Club parcel. The designated orange beach chairs are available for rent through Shore Beach Services. The Sea Pines Beach Club staff will prepare and serve all food and beverages for this service, which is in compliance with the Town of Hilton Head’s ordinances, using its alcohol and beverage licensing.

*b. Annual Meeting Feedback*

Approximately 300 Property Owners attended the 2016 Annual Meeting. Many favorable comments were received in regards to the information that was presented by the Boards. Several questions were submitted prior to the meeting and a few others were asked at the meeting. These questions have been posted to the SeaPinesLiving.com website under the Q & A section.

*c. Communications Examples*

Mr. Barnett led the discussion in regards to the intersection of Greenwood and South Sea Pines Drive. Mr. McSwain and Mr. Barnett stated there are options available to improve the crosswalk at this intersection. These options have been sent to the Property Owner Association Presidents and residents in this area. A meeting is scheduled for May 26, 2016 to review and hope to identify what is needed to improve this crosswalk. In the past 2-3 years the work done has included – crosswalk striping and redesign work. Residents are appreciative that conversations are taking place before implementing actions in their neighborhood.

*d. On-Line Meetings*

Mr. Griffith recommended that the Technology Task Force review the cost and processes related to on-line meetings.

*e. Resort Negotiations*

No update was available since the Annual Meeting. The negotiations are on-going.

*f. Website Development Update*

Mrs. Sutcliffe-Jones and Ms. Bastnagel met to review the SeaPinesLiving.com website RFP. Some edit recommendations were suggested. Mrs. Sutcliffe-Jones will make the recommended updates to the RFP before final submission.

*g. Confirmation Station Update*

A new communication tool that will be utilized to help reduce rumors. It will be in a question and answer format. This is scheduled to begin in the Fall.

*h. Community Coffee*

Our next Community Coffee is scheduled for June 1, 2016.

*i. POA Mapping*

Mr. Tucker has met with 35 of the 56 Property Owner Association Presidents to identify where they are located. There are approximately 20 more that need to be identified with their areas.

J. *Communications Policy*

Draft number seven was presented. Additional feedback from the committee is needed.

4. **Open Committee Discussions** –

The Quarterly Newsletter will be released next week. A brief discussion was held on the cost of printing, mailing vs distributing electronically. How do we best manage our cost?

The committee will continue to look at the options available and what is best for those who receive the newsletter and other mailings from CSA.

5. **Adjournment** - With no further business, the meeting adjourned at 12:30 p.m. The next meeting is scheduled for June 15, 2016 at 11:00 a.m. in the main conference room of the CSA Building.

Respectfully submitted

A handwritten signature in black ink that reads "Michael Tucker". The signature is written in a cursive, slightly slanted style.

Michael Tucker  
Chairman