

## Community Services Associates, Inc.

### Communications Committee Meeting

March 16, 2021

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A regular meeting of Community Services Associates, Inc., (CSA), Communications Committee, was held on Tuesday, March 16, 2021, via videoconference.

**Present from the Communications Committee, were:** David Ellis, CSA Director, Chair; Angela Pedraza, Member; Mary Jo Weber, Member; Michael Wolfe, Member

**Absent from the Communications Committee, were:** Barbara Erny, Member

**Present as Ex-Officio, was:** Larry Movshin, CSA Chair

**Present from Community Services Associates, Inc., were:** Sam Bennett, President; Amanda Sutcliffe Jones, Director of Communications, Sandra Archer, Executive Administrator and Stephanie Fera, Communications Coordinator

### Call to Order

The meeting was called to order by David Ellis, Chair, at 11:02 a.m., Eastern time.

### Establishment of Quorum

With the majority of Committee Members in attendance, quorum was met.

### Chair Remarks

David Ellis greeted the committee and opened with a reminder of the importance of keeping committee discussions confidential to prevent misinformation being distribution to the community. CSA will communicate to members when a motion is brought to the CSA Board of Directors by a committee.

### Ratify Approval – Committee Meeting Minutes, September 15, 2020

A motion was made by David Ellis, to support the resolution, “Ratify Approval – Committee Meeting Minutes, September 15, 2020”. The motion was carried by the majority with David Ellis, Angela Pedraza, Mary Jo Weber and Larry Movshin voting in Favor of the motion. Michael Wolfe abstained from the vote.

“**RESOLVED**, Community Services Associates, Inc., Communications Committee ratified approval of the Committee Meeting Minutes, September 15, 2020, as finalized by email”.

Approval – Communications Committee Charter, 2021, A motion was made by David Ellis, to support the resolution, “Approval – Communications Committee Charter, 2021”. The motion was seconded and unanimously carried:

“**RESOLVED**, Community Services Associates, Inc., Communications Committee, approved the Charter, 2021, as presented”

### Unfinished Business

- Amanda Sutcliff-Jones gave an update on the Sea Pines CSA Quarterly Snapshot Recommendation for Board consideration. The SPCSA Quarterly Snapshots will contain updates from ~~the~~ CSA Departments on what was accomplished in that quarter and what future projects are planned for the upcoming quarter.
  - Sam Bennett would like to present the recommendation to the Executive Committee for review before going to the CSA BOD for approval.

## New Business

Amanda Sutcliffe-Jones gave an update on the following:

- **Website Update:** The Communications Department has been working diligently with the SeaPinesLiving.com Web Developer to re-design the Property Owner page for a more user friendly experience. We will be presenting the webpage updates to the Executive Committee and CSA President for their review and approval. Expected launch time is 30-45 days after the Heritage tournament.
- **Current Communications Update:**
  - CSA's Weekly Communication Email continues to be a successful way to communicate to the community. Each week we provide updates from CSA departments as well as communicate new and updated community information such as Events, Beach Shuttle, Trolley Schedule, etc. Please encourage your neighbors and friends to keep an eye for those weekly emails.
  - Preparations for communicating Heritage Information is underway. We will be sending out communications to Property Owners, Renters, Commercial Businesses, and Property Managers by the end of the week (3/19/21).
  - The Annual Meeting will be held virtually on May 3, 2021. Annual Meeting Proxies have been sent to the printer and will be mailed out by the end of the month. We do need to receive 20% back to meet quorum.
  - The Communications Committee Meeting schedule for 2021 is as follows: May 11, June 15, September 14, November 2. Meetings will be held at 11:00 a.m. via Zoom.

## Committee Member Comments.

An open discussion was held in regards to the following topics: CSA's practice on confidentiality of information discussed during CSA Committee meetings, discussion on the desire for circulation of materials to community in advance of Board meetings, discussion regarding CSA Committee meetings to include the concept of opening the meetings to the members, the timing of which minutes are posted online and the desire for more transparency and better communication from CSA to the members to eliminate distrust.. No action was taken on the discussions.

David Ellis thanked Committee Members for their thoughts and ideas. He would like the committee to think about all that was discussed to see if a motion to the CSA Board would be called at the next scheduled meeting on May 11<sup>th</sup>.

## Adjournment

With no further business to come before the Committee, David Ellis adjourned the meeting at 12:01 p.m. The next regularly scheduled meeting of the Communications Committee, is Tuesday, May 11, 2021, 11:00 a.m., via videoconference.

Respectfully Submitted,



David Ellis, Chair