

Community Services Associates, Inc.

Communications Committee Meeting

May 11, 2021

A regular meeting of Community Services Associates, Inc., (CSA), Communications Committee, was held on Tuesday, May 11, 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; 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 11:12 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 announced that the recommendation to have CSA committee meeting minutes approved and posted within 30 days of the previously held meeting has been adopted.

Old Business

Ratify Approval – Committee Meeting Minutes, September 15, 2020

A motion was made by David Ellis, to support the resolution, “Ratify Approval – Committee Meeting Minutes, March 16, 2021”. The motion was seconded and unanimously carried.

“**RESOLVED**, Community Services Associates, Inc., Communications Committee ratified approval of the Committee Meeting Minutes, March 16, 2021, as finalized by email”.

Website Update

Amanda Sutcliffe-Jones gave an update on the Sea Pines CSA website redesign. The communications department continues to work with the SeaPinesLiving.com web developer on the redesign of the Property Owners webpage to make the site more user friendly and easier to locate frequently searched items such as board agendas/minutes, amenities, rules and regulations, etc. This update is nearing completion and the next phase will include updating the home page and adding a dedicated renters information section.

New Business

Current Communications Update

- Weekly community emails continue to include updates from CSA departments as well as including announcements from community partners and the Town of Hilton Head Island when applicable under the “Around The Community” section.
- Email send time has been moved from Friday to Thursday. This has improved our open rate by 1.5% and has also given CSA staff more time to promptly address questions and requests.
- A Monthly Chairman Report is also being emailed out. Typically, you will see this email just before the next CSA Board meeting and will contain a reminder to the community on how they may attend the meeting and participate.

Communications Outlook

- 2022 Board of Director Elections are coming up. The communications department is finalizing the dedicated webpage to CSA elections and the information will be posted and available soon. Applications will be due by August 1, 2021, Nomination By Petition submission deadline will be October 1, and election ballots will be mailed to members on November 1.
- CSA Committee Meeting Minutes are now able to be approved by committee members via email. This will allow CSA staff to post the approved minutes to the website within 30 days of the committee meeting. As a reminder, all committee members must respond to approve the minutes of their committee before posting, so it is important to respond timely.
- The Communications Committee Meeting schedule for 2021 is as follows: June 15, September 14, November 2. Meetings will be held at 11:00 a.m. via Zoom.

Open Discussion

Discussion led by Committee Member, Michael Wolfe. Action taken:

- CSA Board Member Packets and support materials that are distributed to the Board of Directors prior to their meetings, should be published to the members via the CSA website prior to the meeting date.

[Chair Ellis left the meeting at 11:30 AM to attend an appointment]

A motion was made by Michael Wolfe, to support the resolution, “Online Posting of Board Member Packets”. The motion was seconded and unanimously carried:

“**RESOLVED**, Community Services Associates, Inc., Communications Committee, recommends to the CSA Board of Directors, to consider the online posting of the CSA Board Meeting Packet and support materials in advance of the CSA Board Meeting.”

- CSA By-laws to be amended to state that any non-procedural motions may only be presented and accepted at a CSA Board of Directors Meeting. Currently, a motion may be presented, accepted, and voted on before the community has an opportunity to review. Amending this procedure will allow CSA members to have the opportunity to review and submit comments to the Board before the motion is taken to a vote.

A motion was made by Michael Wolfe, to support the resolution, “Public Reading of a Resolution Prior to Voting”. The motion was seconded and unanimously carried:

“**RESOLVED**, Community Services Associates, Inc., Communications Committee, recommends to the CSA Board of Directors, to consider the implementation of a public reading of a resolution at a Board meeting; prior to voting on that resolution at the next Board meeting.”

The resolutions are to be reviewed by Chair Ellis before being submitted for Board approval.

Adjournment

With no further business to come before the Committee, Michael Wolfe made the motion to adjourn the meeting at 11:38 a.m. The motion was seconded and unanimously carried. The next regularly scheduled meeting of the Communications Committee, is Tuesday, June 15, 2021, 11:00 a.m., via videoconference.

Respectfully Submitted,



David Ellis, Chair