

**Community Services Associates, Inc.,
Communications Committee Meeting**
March 15, 2017

On Wednesday, March 15, 2017, a regular meeting of the Community Services Associates, Inc., Communications Committee, was held at the CSA Administration Building, main conference room. The meeting was called to order 11:10a.m. Chairman Barth presided.

Roll Call

Present:	Barry Barth	David Borghesi	Bill Johnson
	James Richardson	Beverly Serral	Michael Tucker
	Kathy Wilcox		
Absent:	Cary Corbitt	Frank Jeffreys	Charlie Miner
	Mary Reagan	Richard Speer	
Ex-Officio:	Mark Griffith		
Staff:	Sandra Archer	David Henderson	Bret Martin
	Jerred Mayse	Amanda Sutcliffe-Jones	

Approval of the September 21, 2016, Meeting Minutes

The September 21, 2016, Communications Committee meeting minutes, were approved. James Richardson made the following motion, seconded by Beverly Serral and unanimously carried:

“RESOLVED, Community Services Associates, Inc., Communications Committee, approved the minutes of the September 21, 2016, meeting, as submitted”.

Finance Committee Update – David Borghesi

Accounting continues to work on year-end financials and preparing for the upcoming audit. Due to the covenants being non-specific, there remain expenses which need to be decided whether to be allocated to normal operations or special assessments budget. The reserve study, reserve fund and insurance claim are still works in progress.

Short Term Rental Committee Update – Beverly Serral

Mr. McSwain has been in touch with ABDI (the potential gate pass system vendor). If approved by the Board of Directors, the system will be implemented in the fall 2017. In the Rental Managers meeting topics of discussion were, the Heritage Tournament, what is coming up for summer 2017 and the 2018 project of limiting the number of passes according to hardscape.

Maintenance, Enhancement and Major Projects Committee Update – James Richardson

The next MEMP meeting will be held May 4th, 2017.

Safety and Security Committees Update – Michael Tucker

Four new property owners have been added to the Safety and Security Committee. There were fifteen owners present at the Parking Town Forum, March 15th, 2017 at the Sea Pines Community Center. Discussion included the possibility of parking passes given, as needed, to park in one of the CSA utility lots.

Long Range Strategic Planning Committee Update – Michael Tucker

The first meeting of the committee will be Friday, March 17th, 2017. The committee consists of fifteen members, nine of which are Sea Pines residential property owners.

Community Services Associates Update – Bret Martin

We are tasked to find how to fund suggested improvements, from the Long Range Strategic Planning Committee and preparing community plans. Priorities for 2017 are four-fold:

1. Develop policies and programs that assure the financial sustainability of Sea Pines Plantation by continually evaluating the long term needs of the community
 - The Board to adopt a Reserve Policy and Comprehensive five and seven year business plan model
 - Provide possible funding source for each key component of the LRSP
 - Prepare communications plan to present concepts and proposed funding sources to the community for input

2. Initiate a community wide partnership aimed at perpetuating Sea Pines Plantation as a world class resort and residential destination
 - Launch the newly redesigned and redeveloped SeaPinesLiving.com website
 - Develop a survey to measure feedback and support for key concepts and funding sources related to the LRSP objectives
 - Continue to develop and gain approval for additional components for the Communications Policy
 - Website planning, development and implementation of phase two of Sea PinesLiving.com
 - Continue to develop with our public and community relations firm, Denarius Group, a comprehensive community engagement program for key initiative related to the LRSP

3. Develop policies and programs that will enhance and preserve the quality of the Sea Pines lifestyle
 - Develop and complete comprehensive plans for future implementation of the proposed strategic initiatives
 - Continue the development of a plan and present the plan to address egress and ingress at the Sea Pines gates. Develop concepts for presentation to the Sea Pines community
 - Continue the development of the primary corridor landscape plan beginning with the Greenwood Gate to Plantation Drive intersection. Develop concepts for presentation to the Sea Pines community
 - Propose funding and cost for the Sea Pines Forest Preserve enhancement plan

- Begin the development and preparation of concepts for a community center and gauge community support and interest for various possible components
4. Create and maintain a trusted governance model that equitably reflects community contributions
- Provide a plan for approval of a Leadership Academy to help develop future leaders for committee and board positions
 - Present community Educational Forum Series educating Sea Pines property owners on a variety of topics related to CSA
 - Survey property owners on satisfaction related to services including administration, communications, community conditions and quality
 - Collect community input and provide accurate factual information to the public

A Gate Configuration Task Force Committee is necessary and needs to have representatives from Safety and Security and Gate Pass Committees. The committee will be comprised of CSA Board members: Mr. Griffith, Mr. Corbitt and Mr. Tucker; Residential member(s): Mr. Jeffreys and/or Mr. Miller and CSA staff members: Mr. Martin, Mr. Henderson, Mr. Mayse and Mr. McSwain.

Unfinished Business

There was no unfinished business to discuss.

New Business

Approval of 2017 Communications Committee Charter

The 2017 Communications Charter was approved as amended. James Richardson made the following motion, seconded by Michael Tucker and unanimously carried.

“RESOLVED, Community Services Associates, Inc., Communications Committee, approved the 2017 Communications Committee Charter, as amended”.

CSA Staff Time/Involvement in ASPPPO Website – Amanda Sutcliffe-Jones

The next steps, procedures for the ASPPPO website are still being discussed by the ASPPPO committee. CSA is requesting additional information from ASPPPO on how much of Mrs. Sutcliffe-Jones’ time will be needed to support the ASPPPO website. CSA and ASPPPO issues will need to be separated. Fees, such as software purchase, will need to be pushed back to ASPPPO, as necessary.

CSA Website Development and Launch – Amanda Sutcliffe-Jones

The new website, SeaPinesLiving.com, is being fully re-designed and re-developed. The website is an ongoing project with three phases. We are currently in Phase I, which consists of content completion. Phase II, user acceptance testing (UAT) will begin the week of March 27th and Phase III, website launch, is scheduled for the week of April 12, 2017.

We are partnering with Rawle Murdy, a Charleston, South Carolina based firm. Strategies include: raise profile of communications, enhance navigation experience, improve online presentation, increase site usage and strengthen audience engagement through content and

functionality, improve content management efficiencies and increase visibility within search engines.

Three unique targets will include: property owners, service providers and visitors. The website will include an Explore Sea Pines section, providing information on history, activities, attractions and services within the Sea Pines community.

Status of Sea Pines Pride Launch – Amanda Sutcliffe-Jones

We are working with Mr. Gardo and his public relations, brand awareness firm, in anticipation of our website launch.

Agency Review Meetings – Anticipating Referendum Prep and Launch – Chairman Barth

In light of negotiations taking place with the Resort, there is a need to communicate the outcome of the negotiations. The Board has been looking for a firm that will roll out the project to the public.

Mr. Tucker stated that eleven public relations firms have been vetted, with the search narrowed down to two. Both agencies have a heightened interest and knowledge in Sea Pines. We need to be partnered with one agency, throughout the multiple steps getting to the final referendum. Mr. Griffith stated that we need to represent ourselves as a multi-diversified, faceted community.

Friends Group – Involvement, Expansion – Michael Tucker

The Friends Group will be expanded and involvement deepened. The group will meet the day following the Communications Committee meeting. The Group will be going out into the community to help sell the referendum.

Introduction of New Communications Coordinator – Amanda Sutcliffe-Jones

Jean McElroy, CSA's new Communications Coordinator, will begin Monday, March 20, 2017.

Advertising in the Sea Pines Newsletter – Amanda Sutcliffe-Jones

Multiple calls are received monthly, from "outside the gate" vendors, wanting to advertise in the newsletter. The current Communications Policy states that only businesses "inside the gate" of Sea Pines can advertise. The split in the 20 – 24 page newsletter is approximately 2 – 3 pages of advertising. The newsletter is currently mailed quarterly to Sea Pines property owners in the continental United States. To reduce production costs and promote efficiency, consideration should be given to increasing advertising and electronic delivery to those interested.

Annual Board Meeting Communication Needs – Amanda Sutcliffe-Jones

The same format will be followed for the 2017 Annual Meeting as last year. A call-in option, with listen only capability, will be investigated.

Review of 2017 Communications Committee Roster – Amanda Sutcliffe-Jones

The 2017 Communications Committee Roster was reviewed.

Board Member Comments

There were no further comments.

Adjournment

With no further business to come before the Board, Chairman Barth adjourned the meeting at 12:30 p.m. The next scheduled meeting of the CSA, Communications Committee, is Wednesday, May 17, 2017, 11:00 a.m., at the CSA Administration Building.

Respectfully Submitted,

A handwritten signature in cursive script that reads "B. C. Barth".

Barry Barth
Chairman