

**Community Services Associates, Inc.,  
Communications Committee Meeting  
June 21, 2017**

On Wednesday, June 21, 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 at 11:07a.m. Chairman Barth presided.

**Roll Call**

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

**Ratify Approval of the May 17, 2017, Meeting Minutes**

There was not a quorum present to approve the May 17, 2017 Communications Committee meeting minutes. The vote will be added to old business at the next scheduled Communications Meeting on September 20, 2017.

**Maintenance Enhancements and Major Projects Committee**

Russell Fredericks, Director of maintenance (reporting for JR Richardson, Chair)

Mr. Fredericks reported that the following projects are underway or recently completed:

- Storm Clean-up
  - Stump grinding
- Installation of spit rail fence – South Beach
- Trolley Lots
  - #1 – split rail fence installed temporarily
  - #3 – 60% complete (mulch)
  - #4 – 50% complete (mulch)
- Road work – patching
- Lagoon spraying
- Flower change out completed recently
- Brick retention walls are replacing current walls throughout the community that are deteriorating
- Re-landscaping – Ocean Gate
- Repaving – scheduled for fall
  - Plantation Drive
  - Magnolia Crescent
  - North and South Live Oak

Bret Martin added that Hydra seeding Trolley lots is to take place following mulch application.

As a result of questions he had been receiving, Mr. Martin explained that Bob Gossett moved the fence at South Beach to his property line; additional parking has been accommodated by this move.

### **Short Term Rental**

Bill Johnson, Co-chair

Bill Johnson reported that the following items were discussed at the last Short Term Rental Meeting:

- limiting Guest Passes to the available space for parking per unit
- elimination of the right of renters to tow trailers to a rental property
- VRBO tabled for now

No actions were taken.

### **Report by David Henderson, Director of Special Projects and Operations** **Independence Day Celebration**

David Henderson reported the following concerning the Independence Day event scheduled for July 3<sup>rd</sup>:

- wristbands will be used as an entry pass
- 800 wrist bands were made available by reservation (maximum 8 per residence) that sold out the first day; approximately 200 families will be attending
- event hours are from 11:00 a.m. – 2:00 p.m.
- parking lot at Tower Beach will be patrolled during the event
- Trolleys will be running beginning at 10:00 a.m. from Trolley lot #8

### **Signage at Sea Pines Greenwood Gate**

Mr. Henderson updated the committee about the new sign that will be visible when entering Sea Pines traveling from the Sea Pines Circle to the Greenwood Gate. He reported that the proposed renderings were presented, on an informational basis, to the Safety and Security Committee; one minor change was suggested and made. Approval will be sought for the revised renderings from the Gate Entry Committee on August 10.

### **Wash Basins at Tower Beach**

David Henderson stated that the location of wash stations at Tower Beach is being reassessed. He reported that a possible option would be to extend the path situating the wash stations further away from the path.

### **Audubon/Newhall Fuel Break**

It was reported by Mr. Henderson that the Audubon/Newhall fuel break restoration was complete. He informed the committee that the gate is functioning again. David also notified the committee that split rail fence will be installed as a result of the number of trees that had to be removed due to hurricane Matthew.

### **Unfinished Business**

There was no unfinished business to discuss.

### **New Business**

#### **CSA Website Update**

Barry Barth reported that there are plans to develop a more robust presence on the Sea Pines Living website with an "Ask ASPPPO" feature similar to how "Confirmation Station" serves as a platform for addressing questions about Sea Pines.

### **CSA Mass Email Template Discussion**

Amanda Sutcliffe-Jones discussed some ideas for a change in disseminating news to the Sea Pines property owners in the form of Constant Contact mass emails. She shared a template being considered which reflected our new colors and was similar in branding elements to our website.

### **Community Newsletter**

There was a discussion about limiting the number of issues or the elimination of our current Newsletter format, sighting the fact that this publication is outdated by the time it is mailed or posted on the website. Currently 3,321 property owners have opted-in to having the hardcopy mailed to them. Bret Martin suggested that we start a campaign to opt-out.

### **Member Contact Information Release Form**

Amanda presented the idea of designing a Member Contact Information Release Form to possibly be completed as an owner comes to the CSA office for their owner's decal and ID cards.

### **Member Opt-In Directory**

This would be an online directory located on the secure owners' page of SeaPinesLiving.com with an opt-in/opt-out feature. Legal language would be posted with this feature.

### **Board Member Comments**

Charlie Miner, ASPPPO Board President

Charlie Miner stated that an overflow crowd is expected at the Thursday meeting scheduled for June 22<sup>nd</sup>. He said that there will be an announcement about additional referendum meetings for property owners to ask questions about the terms of the referendum.

The expected schedule is: Ballots go out in Sept, to be returned in October (30 days after mailing date). Mr. Miner stated that the task for The Sea Pines Resort is to educate Board members at the meeting. The Sea Pine Resort will present a short video at the May 25<sup>th</sup> ASPPPO meeting which Mr. Miner shared with the committee members present.

Bill Johnson, co-chair

Bill Johnson opened a conversation about forming a more formal HOA Committee to be a part of ASPPPO. Charlie Miner, ASPPPO Chair, was in favor of pursuing the procedure needed to make this a reality.

### **Adjournment**

With no further business to come before the Board, Chairman Barth adjourned the meeting at 12:14 p.m. The next scheduled meeting of the CSA, Communications Committee, is Wednesday, September 20, 2017, 11:00 a.m., at the CSA Administration Building

Respectfully Submitted,



Barry Barth  
Chairman