

Community Services Associates, Inc.

Strategic Planning Committee Meeting

December 9, 2020

A regular meeting of Community Services Associates, Inc., (CSA), Strategic Planning Committee, was held on Wednesday, December 9, 2020, via videoconference.

Present from the Strategic Planning Committee, were: Stu Rodman, CSA Director, Chair; Michael Tucker, Member, Vice Chair; Ann Esposito, Member; David Herskovits, Member; Bill Johnson, CSA Director; Tom Lennox, Member; John Parsons, Member; Scott Richardson, CSA Director; Paula Scanlon, Member; Greg Thomson, Member and Jack Ward, Member

Absent from the Strategic Planning Committee, were: Steve Birdwell, CSA Director; Jeffrey Gill, Member; Mark King, CSA Director and Terri Weiss, Member

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

Present from Community Services Associates, Inc., were: Sam Bennett, President and Sandra Archer, Executive Administrator

Call to Order

The meeting was called to order by Stu Rodman, Chair, at 9:00 a.m., Eastern time.

Establishment of Quorum

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

Ratify Approval – Committee Meeting Minutes, September 24, 2020

A motion was made by Stu Rodman, to support the resolution, “Ratify Approval – Committee Meeting Minutes, September 24, 2020”. The motion was seconded and unanimously carried:

“**RESOLVED**, Community Services Associates, Inc., Strategic Planning Committee, ratified approval of the Committee Meeting Minutes, September 24, 2020, as finalized by email”.

Chair Remarks

- Review of Strategic Plan is an ongoing, 2 year process.

Discussion

Update on 2017 Strategic Plan Goals

Chair Rodman and Mr. Bennett provided updates:

- Top 3 Goals: Form of Governance, Quality of Life – Execution and Financial Capability;
- Form of Governance, strategies included: open committee meetings, video conferencing/Zoom, leadership development;
- Quality of Life – Execution, strategies included: gate traffic flow, (Gate Entry and Safety and Security Committees), storm water infrastructure (MEMP and Finance Committees), current community appearance upgrade (MEMP Committee), future community attractiveness upgrade (MEMP Committee), leisure trails upgrade and expansion (MEMP Committee), community wide events (Communications Committee), natural amenities preservation and enhancement (Strategic Planning Committee) success oriented

environment (Strategic Planning Committee), Forest Preserve development (Strategic Planning Committee), Sea Pines Amenities expanded and developed (Strategic Planning Committee);

- Financial Capability, strategies included: Reserve Fund, performance, revenue enhancements, borrowing, Referendum 2020. Lack of financial capability has halted some work.

Development of Quality of Life Strategies

Chair Rodman and Vice Chair Tucker provided an update:

- Topics of discussion included: marketing and branding, amenities, short term rentals, Sea Pines Circle and Sustainability;
- Marketing and Branding Task Force to meet in January. Task Force to provide opinions on the 8 opportunities. Eight opportunities included: marketing the community, promoting why Sea Pines is a great place to live, attracting remotely working families, attracting those fleeing south, polishing the brand, build on RBC Heritage, build on history, recover property values;
- SWOT Analysis reviewed and attached to minutes of record;
- Continue to review community center concept, assess community interest, survey;
- Short term rentals, how to monitor large houses with too many occupants, cars/parking/commercial use, challenge for security on regular basis. Sea Pines trending to a second home and short term rental community. Fabric of community changes, more teardowns with rebuilds in 5 – 6,000 square feet range, check insurance coverage category;
- Three entities could be approached regarding marketing: Sea Pines Resort, Sea Pines Realty, Chamber of Commerce;
- Solicit feedback from Riverstone/Goodwin family. Why Sea Pines for investment. Invite to meeting;
- Increase growth on Island leads to Sea Pines Circle failure. Safety and Security Committee to monitor/review work on Circle to Circle Committee and bridges;
- Sustainability, build awareness, create pamphlet for RPOs on how to protect home, i.e., build pools higher, install HVAC units 4 feet above ground.

New Business

There was no new business to discuss.

Adjournment

With no further business to come before the Committee, Chair Rodman adjourned the meeting at 10:20 a.m. The next regularly scheduled meeting, of the Strategic Planning Committee, is Thursday, March 11, 2021, 9:00 a.m., via videoconference.

Respectfully Submitted,



Stu Rodman
Chair