

**Community Services Associates, Inc.,
Communications Committee Meeting
September 20, 2017**

On Wednesday, September 20, 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 10:59 a.m. Chairman Barth presided.

Roll Call

Present:	Barry Barth	David Borghesi	Bill Johnson
	Charlie Miner	Mary Reagan	Michael Tucker
	Kathy Wilcox		

Mark Griffith, Ex-Officio

Absent:	Cary Corbitt	Frank Jeffreys	Lawrence Movshin
	James Richardson	Beverly Serral	Richard Speer

Staff:	David Henderson	Bret Martin	Jean McElroy
	Russell Fredericks	Amanda Sutcliffe-Jones	

Ratify Approval of the May 17, 2017, Meeting Minutes

The May 17, 2017, Communications Committee meeting minutes were approved by email and unanimously carried.

Ratify Approval of the June 21, 2017, Meeting Minutes

The June 21, 2017, Communications Committee meeting minutes were approved by email and unanimously carried.

Committee Summary Updates

Individual committee reports were not presented at today's the meeting to allow time for issues that needed committee action. The reports will be posted on the website once all are received and approved.

New Business

Committee Summary Reports

Amanda Sutcliffe-Jones began by requesting committee chairmen to submit their committee reports by the Friday prior to the Communications Committee Meeting on the 3rd Wednesday of scheduled months. The reports are to be presented in the following format: Exploring, Evaluating, Executing. After discussion from committee members as to the value and need for these reports, Barry Barth asked that the Chairs continue the process for another meeting at which time a decision would be made to determine if we will continue posting the committee summary reports. Amanda is going to check the website for the response to this page.

New Email template discussion

The new template to be used through Constant Contact for email blasts to Sea Pines property owners was presented to the committee by Amanda Sutcliffe-Jones. The new design and formatting changes were well received by the committee.

Confirmation Station

The Matter of Facts template was presented to the committee with an explanation of the procedure used to determine the issues to be addressed. It was suggested that the term “misinformation” be changed to a term that would have a stronger connotation.

Newsletter Discussion

The following issues were discussed:

- Moving from 4 newsletter issues per year to 2 newsletter issues per year (fall and spring): Discussion occurred and the recommendation to move to 2 newsletters per year was approved by committee members present
- Allowing advertisers from outside the gates: committee members present disapproved
- Soliciting property owners to “opt out” for a printed hardcopy of the newsletter was discussed. This recommendation was approved by committee members present

Bill Johnson suggested we outsource the newsletter. Amanda Sutcliffe-Jones said she would investigate publisher options.

Noscoe Publishing

Amanda Sutcliffe-Jones showed examples of Noscoe Publishing magazines featuring other local communities. She explained that Noscoe had contacted her that their company would begin advertising by mail to Sea Pines residents a community publication titled “The Pines.” Their offer to CSA was to include pages from CSA, number and content determined by our chosen price range, to therefor eliminate the need for a separate newsletter. Jones explained to the committee that the publishing company would not have access to the CSA database and that they explained to her that they would be gathering property owner address through public record from the county. After hearing committee member opinions, it was the consensus of the committee to remain independent of Noscoe Publishing and not participate in “The Pines” publication.

Policies

Facebook Policy: Amanda Sutcliffe-Jones presented a policy for the management of the CSA Facebook account. A motion was made by Barry Barth and seconded by Bill Johnson to approve the policy as presented. The motion was unanimously carried.

Gate Sign Policy: Amanda Sutcliffe-Jones presented a Gate Sign policy. The vote for this policy was tabled.

Budget Review

Amanda Sutcliffe-Jones explained that the Communications budget was submitted to the Finance Department; reviewed by Bret Martin and Victoria Shanahan. The budget included normal operations expenses, possible referendum costs in 2018, PR assistance, and website development.

Hurricane Irma Communications Recap

It was reported that we reached out to our recovery resources earlier for Irma. Operational changes made also helped in the handling of Irma as opposed to Matthew.

Study/Survey Discussion

Hydrology Study: We are waiting to get updated version digitally; property owners are welcome to come into the CSA office to review the hard copy (though it has already been edited).

Draft Budget: The Committee advised that the draft budget being requested by property owners should not be distributed. Mark Griffith stated that the 2018 budget was not to be available to property owners until it was voted on by the CSA Board.

Referendum Survey: The preliminary results from the referendum survey were discussed with the committee.

Property Owner Traffic Survey: The preliminary results from the Property Owner Traffic Survey were discussed with the committee. Additional discussion of these results will occur on Friday Sept. 22 from 9am-12 pm at GCTF workshop.

Board Member Comments

Michael Tucker expressed his thoughts on the importance of providing sufficient Board training.

Adjournment

With no further business to come before the Board, Chairman Barth adjourned the meeting at 12:56 p.m.

Respectfully Submitted,

A handwritten signature in cursive script, appearing to read "B. C. Barth".

Barry Barth
Chairman