

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

On Wednesday, November 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 at 11:05 a.m. Chairman Barth presided. A quorum was present.

Roll Call

Present: Barry Barth David Borghesi Charlie Miner
 Lawrence Movshin James Richardson Michael Tucker
 Kathy Wilcox

 Mark Griffith, Ex-Officio

Absent: Cary Corbitt Frank Jeffreys Bill Johnson
 Mary Reagan Beverly Serral Richard Speer

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

Approval of the September 20, 2017, Meeting Minutes

A motion to approve the September 20, 2017 Communications Committee meeting minutes was made by Charlie Miner and seconded by Kathy Wilcox. The motion was unanimously carried.

Committee Summary Updates

Individual committee reports were submitted.

Unfinished Business

Amanda Sutcliffe-Jones asked for approval of the tabled Digital Sign Policy. After discussion it was decided to contact other communities before approving the policy as presented.

New Business

Communications Committee

Committee Summary Updates

A motion to eliminate the request for committee reports was made by David Borghesi and seconded by JR Richardson. During the discussion period data was given for number of hits on this page of the website. The motion was tabled in order to collect further data.

Newsletter Discussion

A discussion was held concerning the development of an opt-in/opt out campaign to reduce the number of printed newsletters.

The option of a subscription service (paid OPT IN to get printed version) will be pursued by Amanda Sutcliffe-Jones.

New email template discussion

Amanda Sutcliffe-Jones reported that the open rates have increased with the new Constant Contact email template. She said that she has received positive comments from property owners on the new style and format.

Matter of Facts

The committee decided that CSA will continue as necessary to correct inaccurate information about CSA related business and information.

Board of Director Elections Update

Amanda Sutcliffe-Jones stated that there has been no issue with ballot mailing. She clarified that to have received a ballot for ASPPPO the property owner must have been a paid member of ASPPPO by 10/23/17 when the property owner's mailing list had to be pulled for printing fulfillment.

Approval of amendment to Communications Policy/release of records

The draft policy discussed was tabled until the next Communications Committee meeting in order to allow for additional discussion, edits and additions.

Board Member Comments

Michael Tucker suggested that we approach the Heritage Foundation with a request to use clips from the Celebrate Sea Pines video to help showcase Sea Pines community during the tournament.

Adjournment

With no further business to come before the Board, Chairman Barth adjourned the meeting at 12:30 p.m.

Respectfully Submitted,



Barry Barth
Chairman