

**Community Services Associates, Inc.,
Communications Committee Meeting**

March 21, 2018

Sea Pines Community Center
71 Lighthouse Road

On Wednesday, March 21, 2018 a regular meeting of the Community Services Associates, Inc. Communications Committee, was held at the Sea Pines Community Center. The meeting was called to order at 11:02 a.m. Chairman Barth presided. A quorum was present.

Roll Call

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|-----------------|---|--|----------------------------------|
| Present: | Barry Barth Charlie Miner Michael Tucker Mark Griffith, Ex-Officio | David Borghesi Lawrence Movshin Kathy Wilcox | Cary Corbitt James Richardson |
| Absent: | Frank Jeffreys Beverly Serral | Bill Johnson Richard Speer | Mary Reagan |
| Staff: | David Henderson Amanda Sutcliffe-Jones | Bret Martin | Jean McElroy |
| Guests present: | Dan Lieberman David Wolf | Becky Pardue | Paula Scanlon |

Approval of the November 15, 2017, Meeting Minutes

A motion to approve the November 15, 2017 Communications Committee meeting minutes was made by Barry Barth and seconded by Michael Tucker. The motion was unanimously carried.

Introduction of Proposed 2018 Committee Members

Current and proposed committee members introduced themselves.

Review of Communications Charter

The 2018 Communications Committee Charter was presented to committee members. A motion was made by Barry Barth and seconded by Michael Tucker to approve with the correction in 1.b. to change Sea Pines committees to CSA committees. The motion was unanimously carried. The CSA Board of Directors will be asked to approve the 2018 Communications Committee Charter at its meeting on March 27, 2018.

Committee Summary Updates

Barry Barth explained to the proposed committee members the Exploring, Evaluating, Executing format used to present committee updates at each scheduled Board committee meeting. He stressed that these reports from the committee chairs help to keep the information disbursed throughout the community current and factual.

New Business

Newsletter Discussion

Amanda-Sutcliffe-Jones explained to the proposed committee members that the current Communications Committee approved reducing the number of Sea Pines Community newsletter publications from four to two per year. Because of the time lag between production and print, much of the information becomes dated before it is received by our owners.

A discussion was held concerning the development of an opt-in campaign to reduce the number of printed newsletters that are being mailed to our property owners.

Digital Communication Discussion

Amanda-Sutcliffe-Jones explained the purpose of Matter of Facts to the committee. She discussed the Sea Pines Living Facebook page and how the Communications Department used the account to post events and news and announcements.

Amanda pointed out that Constant Contact is the platform used for weekly emails. She stated that the emails drive traffic to our website SeaPinesLiving.com website.

Public Relations Firm Update

The purpose and responsibilities of our recently contracted public relations company, the Lou Hammond Group (LHG), was explained by Amanda Sutcliffe-Jones. She indicated that the firm would be monitoring social media platforms and assisting with the development of a communications plan. LHG has experience with similar large scale communities. They are experienced in managing referendum procedures.

Discussion of Records Retention Policy

Amanda-Sutcliffe-Jones announced the hiring of our Document Administrator, Marie Sinkiewicz, who will work through policies for record retention, as well as digitalizing CSA records and essential documents.

Also hired was Harold Holden as Project Manager of ERP/CRM (Enterprise Resource Planning/Customer Relationship Management). Harold will work us through the transition to NetSuite.

Upcoming Annual Meeting

It was announced that we will be hosting a webinar at the Annual Meeting to be held on April 30, 2018 at the Sea Pines Country Club. An Eventbrite will be posted for in person seating reservations because of limited seating capacity.

Committee member comments

Barry Barth received comments from the current and proposed committee members.

Adjournment

With no further business to come before the Committee, Chairman Barth adjourned the meeting at 12:31 p.m.

Respectfully Submitted,



Barry Barth
Chairman