

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

May 16, 2018

Sea Pines Community Center

71 Lighthouse Road

On Wednesday, May 16, 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 11:03 a.m. Chairman Barth presided. A quorum was present.

Roll Call

Present: Barry Barth Cary Corbitt Dan Lieberman
 Becky Pardue James Richardson Paula Scanlon
 Beverly Serral Bill Tucker Michael Tucker
 Kathy Wilcox

Absent: Mark Griffith, Ex-Officio
 David Borghesi Bill Johnson Charles Miner
 Lawrence Movshin Stu Rodman David Wolf

Staff Present: David Henderson Bret Martin Jean McElroy
 Toby McSwain Amanda Sutcliffe-Jones

Approval of the March 21, 2018 Meeting Minutes

A motion to ratify the approved March 21, 2018 Communications Committee meeting minutes was made by JR Richardson and seconded by Kathy Wilcox. The motion was unanimously carried.

CSA Board Committee/Department Reports

The following committees presented their reports (to be posted on www.seapinesliving.com):

Communications Committee – Barry Barth and Amanda Sutcliffe-Jones

Gate Entry Committee – Cary Corbitt

Strategic Plan Committee – Michael Tucker

Joint CSA/ASPPPO Short Term Rental Committee – Beverly Serral

MEMP Committee – JR Richardson

Safety and Security Committee – Toby McSwain

Special Projects Report – David Henderson

New Business

Digital Communication Discussion

www.SeaPinesLiving.com

Amanda Sutcliffe-Jones presented website figures and pointed out that visits to the website were a combination of property owners and the public, verifying that all the sections of the site were being used.

Webinars and Videos

Amanda Sutcliffe-Jones described the pros and cons of the use of Webinars explaining that the slides and verbal were what was captured through the process. She noted that ASPPPO had requested this service. Amanda explained the time and staff involved in providing a webinar for CSA events and meetings

We continue to provide video for the Community Coffees and some of the CSA events. The downside to this medium is the expense and time lag in having the video back from our videographer in order to make it available to our property owners.

Facebook Live has been requested by a group of property owners. This method of recording our meetings and events limits the coverage to those only with Facebook accounts and is very difficult to handle incoming questions.

Community Email

Amanda Sutcliffe-Jones presented figures that painted a picture of our Constant Contact use by property owners, including open rates and patterns, and unsubscribed numbers. She explained that the Communications Department reached out to those who unsubscribe in order to be certain they realize that we will no longer be able to communicate any CSA information with them via the constant contact email software as they have opted out of the service.

Digital Sign Update

The progress of the digital sign both hardware and software were presented. Amanda Sutcliffe-Jones explained the need to adopt a Digital Sign Policy to provide guidelines regarding what is acceptable to post. She presented a CSA Digital Sign Policy to be voted on by the communications committee. The vote was tabled until the September 19th meeting.

Committee Member Comments

Barry Barth received comments from committee members.

Adjournment

A motion was made by Paula Scanlon to adjourn the meeting, seconded by Dan Lieberman. With no further business to come before the Committee, Chairman Barth adjourned the meeting at 12:47 p.m.

Respectfully Submitted,



Barry Barth
Chairman