

Community Services Associates, Inc.
Communications Committee Meeting
November 7, 2018
Sea Pines Community Center
71 Lighthouse Road

On Wednesday, November 7, 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 11:19 a.m. Chairman Barth presided. A quorum was present.

Roll Call

Present:	Barry Barth	David Borghesi	Dan Lieberman
	Charlie Miner	Larry Movshin	Becky Pardue
	James Richardson	Stu Rodman	Bill Tucker

Absent:	Mark Griffith, Ex-Officio		
	Cary Corbitt	Bill Johnson	Paula Scanlon
	Beverly Serral	Michael Tucker	Kathy Wilcox
	David Wolf		

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

Approval of the May 16, 2018 Meeting Minutes

A motion to ratify the approved May 16, 2018 Communications Committee meeting minutes was made and unanimously carried.

CSA Committee/Department Reports

The following committees presented their committee reports:

Finance Committee, David Borghesi

Mr. Borghesi reported that there have been 2 budgets prepared for 2019, one assuming no additional money will be available; showing \$70,000 revenue deficit. The second possible only if the referendum passes to provide additional funds.

The 1st version will be recommended to the BOD for approval.

Safety and Security Committee, Stu Rodman

Stu Rodman stated that the sign at Greenwood and Plantation Drive instructs trucks to not enter. Stu explained that the signs, at both ends of Plantation Drive, were being reworked so that they were clearer in their intention.

Joint Short Term Rental Committee, Beverly Serral/Bill Johnson

The Resort announced their plans to eliminate Plantation Club beach parking. It was established that the Executive Committee has discussed improving lot 8 for parking with Trolley pick up; Memorial Day as a target start date. It was determined that there is a need to resolve and discussions continue.

Unfinished Business

Digital Gate Sign Policy

Amanda Sutcliffe-Jones presented the Digital Gate Sign Policy for discussion and vote. The proposed policy was unanimously passed with the following modification: replace *CSA represented entities* with *Forest Preserve and Six Oaks*.

New Business – Amanda Sutcliffe-Jones

A. Hurricane Florence Communication Recap was provided

B. Strategic Plan – Communication’s Direction

Strategic Plan, approved by the BOD, suggests all meetings be open, including webinars

Discussion by committee members included:

- Open meeting to property owners; attend only, no participation
- Allow for possible live stream video of the meetings
- Publish calendar, agenda, approved minutes, 3E’s in a timely manner
- Post committee reports once a month

It was determined to have Bret Martin and Amanda Sutcliffe-Jones decide most efficient policy.

C. Sea Pines CSA wildlife safety awareness campaign

Amanda Sutcliffe-Jones announced that a campaign was being developed; progress to be reported at the next meeting.

D. New Community Guidebook and Distribution

Amanda Sutcliffe-Jones reported that a Community Guidebook had been developed with new owners and prospective new owners as the target audiences. The Booklet will be distributed via flash drive for the first phase in order to work through suggestions that may arise as the publication is used.

E. Newsletters, ad rates and schedule for 2019

A discussion was held debating the elimination of a printed version of the Sea Pines Community News. A motion was made to provide digital option only in 2019. The motion was unanimously carried.

F. Educational Community Series for 2019

After discussion it was decided that due to the ratio of work hours vs. attendance, the committee recommended to not develop an educational series as done in the past, but to repeat the Committee Expo/Job Fair format held in 2018.

G. Committee coffee format exploration

The discussion held included debating the value of different time slots.

Also discussed was the option of presenting reports via webinar only.

Pros – property owners can listen at their convenience;

Supported by stats showing fewer people joining at time of meeting

Cons – cannot be part of the discussion via questions

No decision was made to make a change to the monthly coffee format at this time.

H. Organizational Meeting Minutes and Agenda Format Discussion and Recommended Policy Review

The policy, as recommended by our counsel, was presented to the committee for discussion. The recommended format included eliminating discussion; to include action items only.

Barry Barth made a motion to comply with counsel's recommendation of minutes and agendas for committee and BOD meetings. The motion was unanimously carried and the policy will be recommended to the CSA Board for approval.

I. Review of current Communication Department policies

a. Sea Pines CSA Website Policy

Discussion led to the committee's agreeing to strike the recommended change *to remove the contact information of committee members* (in the 6th bullet point under Policy).

The Policy was unanimously passed with this modification.

b. Sea Pines CSA Release of Records Policy

A suggestion was made for the following change: Under Records to not be released: Contracts add wording to suggest "spirit of openness" e.g., "CSA will seek the consent of all parties involved in the executed contract to agree to release said contract."

No motion was presented; no quorum was present at this time in the meeting.

c. Sea Pines CSA Mass Email Communications Policy

This policy was not brought to the floor for discussion because there was not a quorum at the time.

J. Board of Director Elections Communications

Amanda Sutcliffe-Jones outlined the media used to distribute election process, deadlines, candidate information.

K. Referendum Communications review

A Power Point presentation of the community survey to be sent to all email addresses (re: determine level of knowledge of the referendum) was shared with the committee members.

Suggestions made by members present:

- Be more descriptive about definition of Stormwater and drainage system
- Explain requirement of Resort as related to referendum
- Residential transfer fee – add: Are you aware that we are one of 3 gated communities currently without a transfer fee?
- Assessment: Are you aware that we have the 2nd lowest assessment?
- Recommendation to clarify what services will be eliminated from the budget/your services, if the proposed referendum does not pass.

Adjournment

Chairman Barth adjourned the meeting at 1:38 p.m.

Respectfully Submitted,



Barry Barth
Chairman