

Community Services Associates, Inc.
Communications Committee Meeting Minutes
September 10, 2019
11:30 am

On Tuesday, September 10, 2019 a regular meeting of the Community Services Associates Inc., Communications Committee was held at the Sea Pines Community Center, Meeting Room #2.

Roll Call

Present:	Barry Barth, Chairman	Bill Johnson	Dan Lieberman
	Lawrence Movshin	Becky Pardue	James Richardson
	Stu Rodman	Paula Scanlon	Beverly Serral
	Michael Tucker		

Absent:	Cary Corbitt	Jim Kaskie	Charlie Miner
	Scott Richardson	Kathy Wilcox	Mark Griffith, Ex-officio

Staff Present: David Henderson, Director of Special Projects and Operations, Bret Martin, CSA President, Jean McElroy, Amanda Sutcliffe-Jones, Director of Communications

Call to Order

The meeting was called to order by Barry Barth, Chairman at 11:32 a.m.

Verify Quorum

With the majority of Committee Members in attendance, quorum was met.

Ratify Approval of the May 15, 2019 Meeting Minutes

A motion to ratify approval of the May 15, 2019 Communications Committee meeting minutes was made by JR Richardson. The motion was seconded and unanimously carried.

Review of Committee Reports

Barry Barth established that all committee chairs except one had submitted their 3E's report. There were no questions from the floor.

NEW BUSINESS

Hurricane Dorian Communications Recap

Amanda Sutcliffe-Jones gave a summary of the communications medium used to update property owners during the time period Sea Pines was affected by Hurricane Dorian to include: Hotline, website, Facebook, entrance signs, and email at info@csaseapines.com.

Post Referendum Communications

Amanda Sutcliffe-Jones presented the resolution that was approved at the August 20, 2019 Special CSA Board meeting addressing the funding strategy following Referendum, 2019:

Per CSA Board resolution: "**RESOLVED**, Community Services Associates, Inc., Board of Directors, approved direction for CSA Staff, to work with the CSA Finance Committee Chair and CSA Finance Committee, to investigate the feasibility of a Special Tax District to address the community critical funding needs, as well as to investigate a new referendum for other funding and other actions, for the improvement of Sea Pines. The funding levels, for the first three years, to remain consistent as previously presented, in Referendum, 2019".

Board of Director Elections Communications

Amanda Sutcliffe-Jones presented the process and dateline for the election of ASPPPO and CSA Board of Director candidates.

Community Coffee Format Exploration

After open committee discussion, it was agreed upon to make the following recommendation to the CSA Board of Directors:

Beginning October 2nd, Community Coffee format recommended by the Communication Committee:

- Presentations from the CSA Directors
- Announcement: Staff will be available to answer individual questions after the meeting
- (For webinar viewers, staff contact information will be posted on screen)
- Adjourn Meeting
- Staff remain to address property owner questions

Webinar Technology Considerations

Amanda Sutcliffe-Jones presented the list of meetings/events that we currently provide webinar option.

Amanda provided details involved in offering this service.

Discussion followed; no recommendations proposed.

Social Media Communications Discussion

Amanda Sutcliffe-Jones listed the CSA managed channels vs. the non-CSA managed channels.

Staff is currently engaging in an active social listening program. Addressing high level items as needed, through CSA managed communication channels.

Discussion followed; no recommendations proposed.

Discussion was held about CSA's website. Paula Scanlon asked to have the website included on November's agenda.

Meeting Adjournment

With no future business before the committee, the meeting was adjourned at 1:15 pm by Chairman Barry Barth.

Respectfully Submitted,



Barry Barth, Chairman