

COMMUNICATIONS COMMITTEE MEETING

Kiawah Island Municipal Center

Downstairs Conference Room

July 16, 3:00 PM

MINUTES

- I. **Call to Order:** *Mrs. Johnson called the meeting to order at 3:10pm.*
- II. **FOIA:** Notice of this meeting has been published and posted in accordance with the Freedom of Information Act and the requirements of the Town of Kiawah Island.
- III. **Roll Call:**
 - Present:** Mary Johnson, Chairman
Frances Boyd
Mary Kasman
Joyce Keegel
 - Absent:** Linda Dove
Jack Kotz
 - Also Present:** Stephanie Braswell-Edgerton
- IV. **Approval of Minutes:**
 - A. Communication Committee Meeting Minutes of May 13, 2014

Mrs. Keegel motioned to approve the minutes of the May 13, 2014 Communications Committee meeting. The motion was seconded by Mrs. Kasman and was unanimously passed.
- V. **Citizen Comments**

None
- VI. **Old Business:**
 - A. Topics for Articles for Town Notes & Biweekly E-blast

Mrs. Johnson advised the Committee Member that a first Biweekly E-blast had gone out to residents and asked if everyone had received it. She also presented a copy of the postcard that was sent to advise that Town Notes would not be sent out for the months of July and August.

Mrs. Braswell-Edgerton indicated that of the 744 E-blasts that were successfully sent, it had a 64.7% open rate (462). She explained to members that in the E-blast she embedded links in an image or "read more" to see what people would click on and the amount of clicks each item received;

✚ Join our mailing list	2
✚ The Town Seal	1
✚ Meeting Schedule Box	9
✚ “Read More” (moved to Town Notes page)	185
✚ Coyote picture	11

Committee members agreed that the E-blast was considered a success as a first time attempt. Mrs. Kasman felt that the length was perfect and the articles included the information on trash services that she needed. Mrs. Johnson noted the inclusion of trash information on every publication was tedious and repetitious. She suggested that a box be placed at the bottom of the E-blast that had “**Town Schedule of Services**” and linked to the appropriate page on the website. Members added the suggestions:

- to not take up too much space
- use the name “**Upcoming Notices**” or “**Dates to Remember**”,
- make the services able to link to calendars on personal devices,
- not to publish the notice too far in advance of the event.

Members discussed and agreed that the E-blast will be sent out on a schedule of every two weeks or twice a month.

B. Discuss Frequency of Delivery of Town Notes

Mrs. Johnson suggested; with the E-blast bi-monthly, is there no need for the monthly printed **Town Notes** or could it be published on a quarterly basis as a recap. Committee Members discussed options and timely publication of relevant topics. Members agreed that a quarterly recap publication would be sufficient. Members were assured that there was no Committee Charter prerequisite for a publication more frequently.

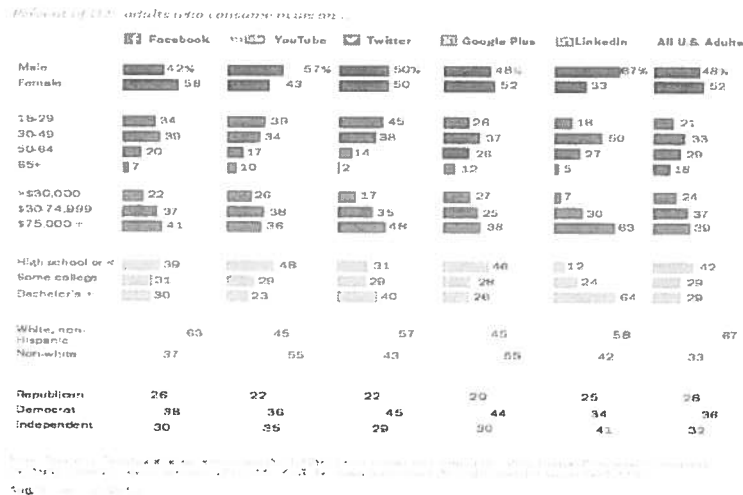
Mrs. Johnson stated she attended the Municipal Association of South Carolina (MASC) Annual Meeting. She indicated that it was at the Mayor request that she attended the “Mayor’s Roundtable”. Mrs. Johnson stated that the first topic of the discussion was the bill that as part of the Freedom of Information Act was ruled on by the State Supreme Court. She stated that the Courts ruling now removed the requirement that regularly scheduled meetings have and post an agenda. She also noted that the MASC did recommend that Municipalities continue to their practice to post agenda at least twenty-four hours in advance of a meeting. Mrs. Johnson stated that this was the Town’s policy and that it did not intend to change the policy.

VII. New Business:

A. Review of Communications Seminar – Stephanie

Mrs. Braswell-Edgerton reviewed her attendance at a Public Information Officer Training and communications seminar. She discussed the communications portion of the seminar that focused on the vast majority of Americans now receiving their news from digital media supporting many Committee discussions.

Mrs. Braswell-Edgerton presented documentation from the Pugh Research Study that reported that internet ranks above newspaper and television in 2013 and rising. Mrs. Kasman predicted that newspaper readership would drop due to the age of the individuals who use the internet as their main source of news.



Committee members discussed their views and opinions on the information presented.

Mrs. Braswell-Edgerton discussed how you communicate in a digital world. She noted that individuals are unsubscribing to publications in a long e-mail format. Mrs. Johnson added that it has to be quick loading and not require a lot of clicks. Mrs. Braswell-Edgerton stated that studies show that attention spans have decreased with increasing external stimulation. She noted that the average adult attention span was approximately eight minutes.

Mrs. Braswell-Edgerton noted that people want their information is short bursts; people get their information from a variety of sources and take minimal time to absorb it. She reported that 58% of people confess to checking their e-mail first thing in the morning. She noted some tips to combat the eight second rule (attention span);

1. **Tell a compelling story**
2. **Make it a scandal**
3. **Routing the interest**
4. **Not to treat social media as a passing fad**

B. Review of Communications Seminar – Mary

Mrs. Johnson reported that she attended the “Click supporting Bricks – Using Social Media and the Internet to Bolster Mainstream Businesses”. She explained that one discussion was an antique business started in 2007 that branched off to also include a computer repair business. The computer business wrote the program for the antique business which included over 60,000 images. She noted that the result today is that 3% of the antique business in walk-in and 97% is on-line.

Mrs. Johnson also noted that the “Bricks and Mortar” holiday foot traffic was one-half in 2013 as compared to 2010. She reported that retail had a 3% increase while e-commerce had a 16.87% increase. Members discussed the increasing trend to research or buy on-line and that 75% of customers rely on social media for purchasing decisions.

Mrs. Johnson stated that the seminar stressed the need to have multiple internet sites and to encourage municipalities to set up a “.....shopping.com” website. The website would use ATAX dollars to fund and promote the site allowing business the

opportunity to be seen. Committee Members called attention to the similarity to the Town's existing **Merchant Plaza**.

Mrs. Johnson stated that she also attended the keynote speech made by Charleston's Mayor Joe Riley. She noted that he had been mayor for 40 years and eloquently spoke on some of his experiences and the future of South Carolina cities. She indicated that Mayor Riley was presented an Achievement Award for Economic Development. Mrs. Johnson also attended a Delegate's Luncheon with Ms. Kelly Swanson as the guest speaker.

VIII. Chairman's Comments:
None

IX. Committee Member Comments:

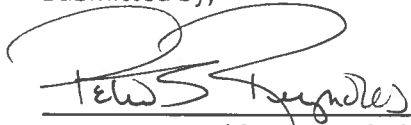
Mrs. Keegal questioned if there was any future plans for a Facebook presence to which the members replied that the Facebook page had been activated with the new website and was managed by Mrs. Braswell-Edgerton as her time allowed.

X. Citizen Comments:
None

XI. Adjournment:

Mrs. Kasman made a motion to adjourn the meeting at 4:12 PM. The motion was seconded by Mrs. Keegal and was unanimously passed.

Submitted by,

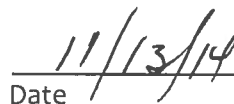


Petra S. Reynolds, Town Clerk

Approved by,



Mary Q. Johnson, Chairman



Date