

COMMUNICATIONS COMMITTEE MEETING

Kiawah Island Municipal Center

Downstairs Conference Room

March 11, 3:00 PM

MINUTES

- I. Call to Order: *Mrs. Johnson called the meeting to order at 3:00 pm.*

- 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
Joyce Keegel
Mary Kasman
Jack Kotz
Tumiko Rucker, Town Administrator
Stephanie Braswell, Administrative Assistant

Absent: Linda Dove

Also Attending: Mayor Charles Lipuma

- IV. Approval of Minutes:
A. Communication Committee Meeting Minutes of December 10, 2013.

Mrs. Kasman motioned to approve the minutes of the December 10, 2013 Communications Committee meeting. The motion was seconded by Mrs. Boyd and was unanimously passed as amended.

V. Citizen Comments

None

Mrs. Johnson stated that Mayor Lipuma requested to address the Committee and asked the Members for a motion to rearrange the agenda and move to New Business to hear the Mayor's comments.

Mrs. Kasman made a motion to move to New Business. The motion was seconded by Mr. Kotz and was unanimously passed.

VI. New Business:

Mayor Lipuma indicated that he had numerous discussions with Ms. Rucker in reference to expanding the roll of the Communications Committee to include the review of Town Notes, for example along with any other necessary changes.

Mayor Lipuma stated that Town Notes had served the Town very well. He stated that through years, the Community Association "Digest" covered events that happened on the Island and the scope of Town Notes was to focus specifically on what the Town did. Mayor Lipuma stated that the Town has grown in size and the work that it does and he felt that the Town Notes should reflect those changes and asked the Committee to propose a three to six month plan that would reflect how those changes could be accomplished now and going forward to the future.

Mayor Lipuma included his suggestions; of feature articles on Freshfields or the new hotel, or articles on personalities that live or work on the Island such as "the administrator's corner" and articles on the Town's Charitable Contribution and Grant Applicants.

Ms. Rucker stated that it had been her request since the inception of the Committee that the members assist staff with the submission of articles to feature in Town Notes. She noted that what the Mayor was suggesting was a

slight deviation from what Town Notes was originally set up to do and that the Committee would need to make a recommendation to change or expand the scope of the publication. Ms. Rucker reported that the last update to Town Notes was made by the Publications Committee, predecessor to the present Communication Committee, and made the focus to be "All things Town of Kiawah", not to report on other entity directives. She asked for clarification if the focus would remain the same, or broadening the types and size of reporting items. Ms. Rucker indicated that she was concerned with the limited time that staff would have to dedicate to an expanded publication. Mayor Lipuma stated that he was charging the Committee with the assignment to see if changes are feasible. He indicated that the Committee could come back with the recommendation not to make any changes.

Committee Members discussed the current of production schedule of Town Notes and items or publications that could be researched in the development of a recommendation. Members also discussed the issue of how to achieve better public information and articles that have been published in Town Notes.

A. Demo NetQA of linking Residents Xchange and Citizens Comments

Mrs. Johnson stated that NetQA would be giving a presentation of the Citizens Support Center which was renamed "Residents' Support Center" (RSC). Mrs. Johnson stated that the release of the portion of the new website was due to the need for a different username and password for the one that is used to access the Residents Xchange. She reminded members that at a previous meeting the Committee authorized the funding to rewrite the software to link the Residents Xchange and the Residents' Support Center allowing a resident access to either with their established username and password. Mrs. Johnson explained that Residents' Support Center provides residents the option to send questions or concerns directly to the Town. The questions are automatically routed to the staff member that is best able to respond.

Committee Members participated in a presentation of the new "Residents' Support Center" (RSC).

Committee Members discussed the release of the new support module and how to make residents aware of it. Ms. Rucker stated that the module would not be released until staff had received training and suggested that a trial run be conducted.

B. Discussion of Articles

Mrs. Johnson reported that the Arts Council had engaged a photographer to take photos at their events and they could be posted to Facebook. The suggestion was made to include the addition of photos when publishing articles, such as on the contributions and grants made by the Town.

C. Technology Classes

Mrs. Johnson reported that iPad and Social Media classes that had been arranged at The Sandcastle were very successful. She stated that it had been noted that there was a need for multiple technology classes and The Sandcastle was receptive to host the events. Mrs. Johnson stated that she had arranged for an instructor from Trident Tech to conduct the classes. She discussed future classes that she would like to see in the fall.

Mr. Kotz brought the discussion back to article submissions by suggesting reporting on different clubs and activities on the Island. Members discussed the absence of the Property Owners' publication and if Town Notes could pick up the items kind of that was covered by that publication. Mrs. Rucker expressed that Town Notes tried to maintain at Town of Kiawah "brand" by focusing on events and initiatives of the Town. Ms. Rucker and Mrs. Johnson discussed with the Committee their concerns or challenges in submission and publication of articles. Mrs. Johnson discussed the possible expansion by the addition of digital pages. Ms. Rucker, Mayor Lipuma and Committee Members discussed their opinions of what direction Town Notes should take for the future and the Committee's role. Mrs. Johnson commented that it is her view that the Communications Committee has no responsibility or authority to make decisions. Mayor Lipuma suggested the Committee review the Communications Committee Charter and present changes for their consideration by the Mayor and Administrator.

VII. Old Business:

None

VIII. Chairman's Comments:

None

IX. Committee Member Comments:

None

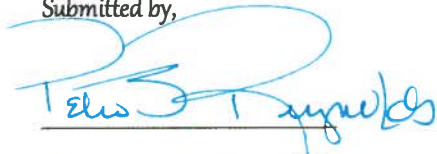
X. Citizen Comments:

None

XI. Adjournment

The meeting was adjourned at 4:35 PM.

Submitted by,



Petra S. Reynolds

Petra S. Reynolds, Town Clerk

Approved by,



Mary Q. Johnson

Mary Q. Johnson, Chairman

5/23/14

Date