

COMMUNICATIONS COMMITTEE MEETING
Kiawah Island Municipal Center
Downstairs Conference Room
May 13, 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
Linda Dove
Jack Kotz
Tumiko Rucker, Town Administrator

Absent: Mary Kasman

IV. Approval of Minutes:

- A. Communication Committee Meeting Minutes of March 11, 2014

Mrs. Dove motioned to approve the minutes of the March 11, 2014 Communications Committee meeting. The motion was seconded by Mr. Kotz and was unanimously passed.

V. Citizen Comments:

None

VI. Old Business:

- A. Review of Residents' Support Center Testing

Committee members discussed the new Residents' Support Center. Mrs. Johnson indicated that Mrs. Keegel's test question showed up in the system, but questions submitted by Mrs. Boyd did not. Ms. Rucker indicated that it may have been an issue that the entire submittal process was not completed. She reported that the received test question had been routed to the proper department and showed as "in progress."

Mrs. Johnson inquired if the Support Center was ready to be launched. Ms. Rucker responded that the site's release was pending the Committee's testing and feedback and was ready for release. She noted that a teaser article was in the April edition of *Town Notes* and would be followed with step-by-step instructions on how to use the Center once the release date neared. Mrs. Johnson suggested that a small hand out could be used as an announcement and user guide for residents.

VII. New Business:

A. Demo and Presentation of Agenda Software

Mrs. Johnson stated that as a follow-up to a discussion last fall on agenda software, Ms. Rucker arranged for a video presentation and demo. Ms. Rucker explained that after reviewing agenda software, the recommendation of Town's IT Firm and Town staff, NovusAGENDA from Novus System was chosen. She stated that the brief presentation was on a 60 day, no charge, pilot program that was available from the company.

Ms. Rucker discussed with members the pilot program and that the software would be embedded in the Town's existing web-site. She presented to members the calculated yearly cost savings and the annual fee of \$4,950 that was proposed by Novus based on the number of Committees and meetings per month. Ms. Rucker explained the advantages of having an electronic agenda approval process that can be posted directly to the website along with the accompanying documentation. This would eliminated the current process of draft, to approved hardcopy, to PDF, to on-line that is in use now. She also pointed out that eliminating paper packets that are delivered to Council members would save time, money and provide for easier feedback from members.

Mrs. Johnson inquired if the information on the software could be viewed by all or would be isolated to those individuals in the approval process. Ms. Rucker explained that only the approved agenda would be posted to the web-site for public inspection. Mr. Kotz asked if there had been any comments from others using the software. Ms. Rucker stated that she was waiting for a recommendation from the Committee and a tryout of the pilot program before checking the client list that was provided.

Mr. Kotz made a motion to recommend the implementation of the 60 day NovusAGENDA pilot program. The motion was seconded by Mrs. Boyd and was unanimously passed.

B. Review Photos for Website

Mrs. Johnson presented to members photographs from the Photography Club of marsh and riverside scenes as proposed replacements of the beach scene on the Town's web-site. Committee Members, along with Ms. Rucker, viewed and discussed the pictures individually to eliminate the ones that they felt would not be acceptable. Members agreed that photographs on the website should give an "overview" of the Island. Ms. Rucker made the suggestion to run several photos as a slide show on the website. She asked members to give her their selections and she could have them put into a demo for the Committee to view and Members agreed.

C. Discussion of Island Publication Summary

Members viewed and discussed several Island publications and the worksheet that were distributed to the members by Mrs. Johnson prior to the meeting. Mrs. Johnson asked members to consider for future discussion where fits in with all the Island publications and also to consider its;

- | | |
|----------------------------|--------------------|
| ↓ Size | ↓ Photos |
| ↓ Color | ↓ Graphs or Charts |
| ↓ Patterns (page layout) | ↓ New Value |
| ↓ Clarity | ↓ Focus or Theme |
| ↓ Titles | ↓ Banner or Logo |
| ↓ Creates Curiosity? | ↓ Font |
| ↓ Goal, Purpose or Mission | ↓ Numbers |
| ↓ Images | |

Committee Members added;

- ↳ *Design*
- ↳ *How does it look on-line*
- ↳ *Length*
- ↳ *Inclusion of a Calendar*

Mrs. Johnson stated that the purpose of the observations and considerations was to look at the Town's publication and see if there is a need to;

- ↳ change it,
- ↳ expand it,
- ↳ put another page in it,
- ↳ only put an insert page when needed

Mrs. Johnson stated that in communicating with the publication entities on the Island, she was pleased to discover that they were interested in what changes the Town proposed and were will to cooperate by offering to their knowledge and expertise. She also indicated that the some of the feedback from them included;

- ✓ *that they would like to see "the Town take a greater leadership role",*
- ✓ *what Kiawah would be like in 2025,*
- ✓ *how the Town would manage more permanent residents on the Island in the future,*
- ✓ *is "Town Notes" the right name for the Town's publication.*

Mrs. Johnson presented municipal newsletters that she printed and asked members look at the many municipal newsletter images on-line and come up with a lay-out design that they liked. She gave a listing of some of the topics that could be considered;

- ↳ Town News
- ↳ Nature Corner w/flora and fauna
- ↳ Public Safety Tips w/Fire Protection, Lightning and Hurricane
- ↳ Freshfields' News
- ↳ Articles or events that are uniquely done for Kiawah.
- ↳ Little known facts
- ↳ Notable events
- ↳ Kiawah Services Calendar

Committee members engaged in an in-depth discussion of the articles that have appeared in past *Town Notes*, the need for or intent of those articles and what topics the space in the publication should be devoted to. Ms. Rucker commented that, in her opinion, the true starting point was to decide what the "purpose" or of *Town Notes* was going to be, then move on to the layout and design of the publication. She indicated that the Committee also needs to determine the publication's "voice" in the Community, and not try to speak to "all" things, as the Town has limited purview. Mrs. Johnson disagreed and indicated that it was the Committee's intention to look at the needs of the Community first. Mrs. Johnson stated that even though it is "the Town" and "local government", the Committee is trying to make a better determination on what the residents want and/or need to know. Committee members discussed Ms. Rucker's statement that the purpose/content of *Town Notes* had been defined by previous Town Communications Committees. A member suggested that the Committee develop a Mission Statement for the content of *Town Notes*.

Committee members discussed the inclusion of Freshfields as part of the Town. Members expressed the desire to make the use of the opportunity to post and provide information to residents that frequent the area.

Members also discussed previous publications and the information that will no longer be made available to residents now that they are no longer published, and if the Town has a responsibility to provide that kind of information. Members hoped that future dialogue on the items that were brought forth and discussed at this meeting, along with the possible interchange of information with other publications, would provide recommendations for improvement of the Town's publication.

VIII. **Chairman's Comments:**

None

IX. **Committee Member Comments:**

None

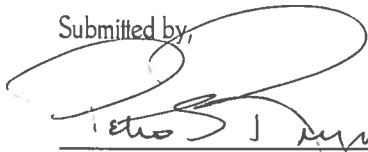
X. **Citizen Comments:**

None

XI. **Adjournment:**

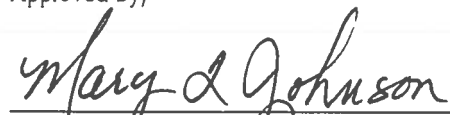
The meeting was adjourned at 4:25 PM.

Submitted by,



Petra S. Reynolds, Town Clerk

Approved by,



Mary Q. Johnson, Chairman

7.24.2014
Date