

# COMMUNICATIONS COMMITTEE MEETING

Kiawah Island Municipal Center

Downstairs Conference Room

September 9, 2014; 3:00 PM

## A G E N D A

- 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  
Linda Dove  
Jack Kotz  
Mary Kasman  
Joyce Keegel
  
  - Absent:** Frances Boyd
  
  - Also Present:** Stephanie Braswell-Edgerton
  
- IV. **Approval of Minutes:**
  - A. Communication Committee Meeting Minutes of July 16, 2014  
  
*Mrs. Dove motioned to approve the minutes of the July 16, 2014 Communications Committee meeting. The motion was seconded by Mrs. Keegel and was unanimously passed.*
  
- V. **Citizen Comments:**  
None
  
- VI. **Old Business:**  
None
  
- VII. **New Business:**
  - A. Social Media

Mrs. Braswell-Edgerton reported that on the August 2014 Bi-Weekly E-blast sent out on 27<sup>th</sup>, 866 were successfully sent, and had a 61.1% open rate (510). She explained to members that the in the number of E-blast recipients had increased and presented the *click through* items of interest and the amount of clicks each item received;

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Mrs. Braswell-Edgerton reported that the Town’s Facebook page had a total of 383 “likes”, a 2.7% increase from the previous week. Committee Members discussed if there was the ability to access Facebook directly from the Town’s website, how that is accomplished and other social media access options accessible from the website.

Mrs. Johnson explained that with State had detailed disbursement regulations regarding how State Accommodation Tax funds can be spent. The funds must be spent on Tourism-related expenditure such as advertising and promotion. The Town’s funding event costs, such as the ballet and the symphony, do not fall in the clarified regulations and forced the establishment of a **Cultural Event Fund**. She indicated that the Arts Council did not have the budget available to fund the both the large events and the smaller ones through out the season. The new Cultural Event Fund will support the not only the ballet and the symphony but others such as The Moranz Group, The Charleston Jazz Orchestra and Judy Carmichael radio broadcast program and still allow the Arts Council to provide the others. Mrs. Johnson stated that she felt that Social Media will play a big part in the promotion of the arts program on Kiawah. She noted that Mrs. Braswell-Edgerton had started posting the Arts Council events to the Town’s Facebook page.

Mrs. Kasman suggested the addition of **Pinterest** as a social media site. Mrs. Johnson agreed and indicated that she planned on discussing Pinterest because it is a visually oriented site and is easy for people to use. Information spreads quickly. Mrs. Kasman made the observation that many residents chose to live on Kiawah because of the availability of cultural arts and performing arts.

Mrs. Johnson stated that with the additional events the Cultural Events Fund had added to the Arts Council, she asked that the Committee members be on the look out for individuals who may be interested in serving on the Arts Council. She discussed the responsibilities of the members and the requirements that are involved with the scheduling of event. Mrs. Johnson also noted the help that social media can provide in bring the schedule of events to short term visitors to the community.

Committee members engaged in an in-depth discussion of the posting of the event posters in the local area, such as in Freshfields, to remind local residents of the events offered by the Town and to encourage Kiawah branding.

Mrs. Johnson indicated she did some research on what makes social media so powerful. She listed that;

1. Humans like to buy from humans,
  - a. The immediacy
  - b. Word of mouth recommendations
  - c. The need to connect, talking about

- i. news
  - ii. local gossip, and
  - iii. themselves
2. 80% of individuals under the age of 24 have a Facebook account,
3. The social web is highly personnel and interactive,
  - a. People listen and respond
4. One-third of users purchase more from a Brand after following on social media account.
  - a. Brand awareness
  - b. Market intelligence
  - c. Customer insight
  - d. Cost effective platform for customer service
5. Social media delights, educates and inspires
6. It has personalized or targeted attention and meaningful content.

Mrs. Johnson discussed the diminishing retail loyalty and the rise of consumers who were driven by lower price points. She discussed with members the ability for retailers to thrive with marketing online rather than local customers, even in an economic downturn. Members included in the discussion the willingness of a website to provide responses to questions with genuine, knowledgeable information or answers to inspire sales. Mrs. Johnson noted that it has been said that *giving away all your information or expertise* is the key to building business.

Committee members discussed doing an outreach to the residents to determine their interests. Mrs. Braswell-Edgerton indicated that individuals request information on subjects of interest when subscribing to the Residents Xchange. Mrs. Johnson noted that there was not a conclusion to the analysis that the Committee started when beginning the development of the format of the E-blast page and therefore no real follow up. Members discussed the challenge of trying to reach all the Island's residents. They discussed the help the Community Association list-serve may be able to provide in promoting the Town's E-Blast and the possibility that members themselves could inform other residents by using the Residents Xchange.

Mr. Kotz informed Committee members of an upcoming Conservancy event on November 6<sup>th</sup>. He stated that event was to celebrate the 40<sup>th</sup> anniversary of an Environmental report that was published in 1974. The report was the philosophical basis of the development of the Island and laid the ground work of the Kiawah seen today. Mr. Kotz stated that the Environmental Science Committee of the Conservancy has updated the report and it will be publish a summary in the coming weeks. He indicated that the author of the original report is a professor at USC and will be coming to Kiawah, on November 6<sup>th</sup> from 4 to 6 pm, to speak on his experiences on Kiawah while completing his 1974 report and the changes up to now. He added that Mr. Mark Permar is going to be speaking on his landscape vision that was also based on the report. Committee members provided suggestions in ways to promote the Conservancy event.

Mrs. Johnson reported the success of the iPad classes that began in the spring, noting they had to be broken into iPad1 and iPad2 classes. She stated that another series of classes would begin in October with a Social Media class scheduled for mid November.

VIII. **Chairman's Comments:**

None

IX. **Committee Member Comments:**

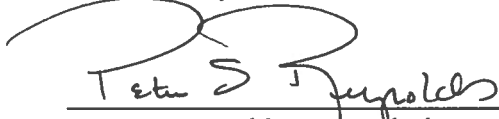
X. **Citizen Comments:**

None

XI. **Adjournment:**

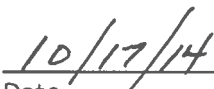
*Mrs. Kasman made a motion to adjourn the meeting at 4:14 PM. The motion was seconded by Mrs. Keegel and was unanimously passed.*

Submitted by,

  
\_\_\_\_\_  
Petra S. Reynolds, Town Clerk

Approved by,

  
\_\_\_\_\_  
Mary Q. Johnson, Chairman

  
\_\_\_\_\_  
Date