

**COMMUNICATIONS COMMITTEE
MEETING**

**Kiawah Island Municipal Center
Downstairs Conference Room**

April 21, 2015; 3:00 PM

Minutes

I. Call to Order:

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: Craig Weaver, Chairman
Joyce Keegel
Linda Dove
Mary Kasman
Frances Boyd

Also Present: Stephanie Braswell-Edgerton

IV. Approval of Minutes:

- A.** Communication Committee Meeting Minutes of February 17, 2015
- B.** Communication Committee Meeting Minutes of March 17, 2015

Approval of the minutes of the February 17th and March 17th meeting were deferred to the next Communications Committee Meeting.

V. Citizen Comments:

None

VI. Old Business:

- A.** Social Media

VII. New Business:

- A.** Discuss Town Notes and Potential Changes to Content

Mr. Weaver stated that today's meeting would include a presentation by Mrs. Braswell-Edgerton on Social media skills and the Town's Facebook. He also asked for the Committee to give their feedback on the recent publication of Town Notes. He indicated that in the last meeting there was discussion if there was a need to change Town Notes from quarterly to another time frame. The decision was made to retain the quarterly publication with special issues when necessary. He added that

consideration was also given to making two changes to Town Notes; 1) focusing on more important messages from the Town and expanding the size if the content dictates, 2) removing the Town Council page and moving that information to the E-Blast. The Committee's feedback on the new and expanded look of the recent publication will determine future layouts.

Mrs. Braswell-Edgerton presented the Town Facebook page and gave Member a walkthrough of past and presents posts. She engaged in an in-depth discussion of the workings of the Facebook site and answered Members questions. The conversation included removing posts from the Town's Facebook page, and Town Policy that governs making posts on the Town employees' personal Facebook pages. Mrs. Braswell-Edgerton indicated that the Employee Handbook includes a policy that directs behavior as a representative of the Town.

Mrs. Braswell-Edgerton conducted a discussion of Twitter and how it is used to push out quick bursts of information. Members discussed the availability or convenience of a text information system to alert residents in the event of an issue on the Island. The discussion included that the division of information and that the Community Association is mainly responsible for inside the gate versus the Town's responsibility for outside; Parkway, etc.

Committee Members discussed the need for the Town to create a Communication Policy. Mrs. Braswell-Edgerton requested that members forward her information to be shared or to make posts to the Town's Facebook themselves.

Mrs. Braswell-Edgerton displayed the Town's website and discussed the new Municipal Center tab that was created to keep residents up to date on developments. Members discussed what information, how quickly, and in what way items should be loaded to the website. They also discussed limitations of the current website as to the presentation of interior/exterior drawings or renderings and schematics. The suggestion to use the concepts of a timeline and video were well received by the Committee. Also, the Committee Members suggest that Mrs. Braswell-Edgerton use the "tree" on the new site as a recognizable logo for the New Municipal Center.

Committee Members discussed Town Notes and gave favorable reviews on the new layout and graphics. Content items for the next issue were reviewed and discussed for Member feedback. Members also discussed the E-blast and expressed the opinion that it seemed to be long and suggested that the first page needed to be more of a summary.

VIII. Chairman's Comments:
None

IX. Committee Member Comments:

None

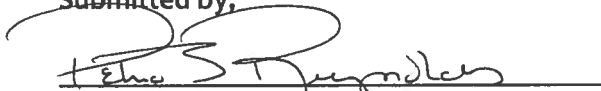
X. Citizen Comments:

None

XI. Adjournment:

The meeting was adjourned 4:30 PM.

Submitted by,



Petra S. Reynolds, Town Clerk

10.13.2015
Date