

# COMMUNICATIONS COMMITTEE MEETING

Kiawah Island Municipal Center  
Downstairs Conference Room

June 9, 2015; 3:00 PM

## MINUTES

- I. **Call to Order:** None
- 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  
  
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
  - C. Communication Committee Meeting Minutes of April 21, 2015

Without there being a quorum of the committee, approval of the minutes was deferred to the next meeting.
- V. **Old Business:**  
None
- VI. **New Business:**
  - A. Communications Policy
  - B. Web-site Redesign
  - C. Review Town Notes Content - Next Edition

Ms. Keegel indicated that she was very happy with the content of the biweekly E-blast and commented on the videos that were included. Mr. Weaver question if there was anything that Mrs. Braswell-Edgerton needed as far as content for the next edition of Town Notes. She indicated that she was waiting for Mr. Labriola to return by to the Island so that she could get and update on the Municipal Center Committee. Her concern was with page two that at the moment had no content. She felt that the space could be used for an explanation of the current allegations. Mr. McGill, a retired Judge and a Kiawah resident, has indicated that the Town violated its own municipal code and the Freedom of information Act during the process of the purchase of the Betsey Kerrison property. Mrs. Keegel indicated she has heard comments made by residents after reading articles in the Post and Courier. She heard comment that Mr.

McGill's issue was not that the Town acquired the property but the manner in which the Town went about the acquisition. He wants to make sure that it is known that the process was done completely behind close doors, lacked required transparency and feels the Town should do things properly. She also stated it was commented that Mr. McGill has been known to become quite passionate with his remarks at Town Council meetings. Mrs. Keegel indicated that residents are mystified by the constant negativity that is surrounding Kiawah. Mr. Weaver pointed out that since the Town has not yet been formally served with Mr. McGill's suit a comment or response really can not be made at this time.

Members discussed the information published in the e-blasts regarding the recent financial impropriety allegations and the release of the two Town employees. Mrs. Keegel remarked that beyond identifying the issues and assuring that steps would be taken to properly investigate the allegations nothing could be stated until there were more conclusions made. Members agreed that highlighting or a re-issue of these E-Blast items in Town Notes would be a good idea and could also be an incentive for individuals to sign up for the E-Blast for follow-up.

Mrs. Keegel indicated that residents are very concerned about things happening on Captain Sam's Spit therefore an article clarifying the Seabrook beach project should be included in Town Notes. Resident information should include the project is being done by the Seabrook Property Owner's Associations and received all state, local and federal approvals. The article should also explain that the area belongs to the developer but does not have anything to do with the development of the Spit. Mr. Weaver indicated that since the project would be completed by the time Town Notes are published it would be a "close out" article written by Jim Jordan and Rusty Lameo.

Members discussed how to handle the distribution of information on the law suit that Mr. McGill had filed against the Town. Members agreed it would be best to publish information in an E-Blast after it has been announced at a public meeting or acknowledged by the Mayor or a member of Council.

Members discussed other issues;

- The state requirement to distribute disaster preparedness information. Mr. Weaver suggested letting the resident know that the Town has in place a formal emergency plan and a multi-level alert system that will be able to alert residents and guests by a variety of means including the CodeRed system.
- what quarterly (date) labeling should be printed on the Town Notes publication agreeing that it should have the quarter of publication.
- The Mayor's Corner – Mr. Weaver suggested that the article should briefly touch on the negative; resignations and allegations facing the Town, information will be released as it is available, replacements are being sought. Then a main focus on the positive; architectural presentations done by three firms and the selection of

the architectural firm that will be designing the New Municipal Center and on exceptional Town staff working hard to keep the Town running smoothly.

- Placement of map of Kiawah on the Town's website.
- The complete redesign of the Town website including a redesign of the Wildlife website. Questions; Consultant selection requirements and recommendations, impact the design would have on staff time and impact of a new administer. Committee to contribute feedback and make recommendation to be taken to Council for approval.
- Communications Policy
- Mr. Weaver's recommendation to Town Council to engage a Communications Consultant to help guide members in verbal or written responses to questions and/or articles by the local media in crisis situations.
- Creation of an app for the Town of Kiawah as a means to push notifications.
- Streamlining business licenses and permitting processes

**VII. Chairman's Comments:**  
None

**VIII. Committee Member Comments:**  
None

**IX. Citizen Comments:**  
None

**X. Adjournment:**

*The meeting was adjourned 4:30 PM.*

Submitted by,



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

10-13-2015

\_\_\_\_\_  
Date