

**COMMUNICATIONS COMMITTEE
MEETING**

**Kiawah Island Municipal Center
Downstairs Conference Room**

March 17, 2015; 3:00 PM

MINUTES

- I. Call to Order: Mr. Weaver 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: Craig Weaver, Chairman
Joyce Keegel
Linda Dove
- Absent: Frances Boyd
Mary Kasman
- Also Present: Tumiko Rucker
Stephanie Braswell-Edgerton
- IV. Approval of Minutes:**
- A.** Communication Committee Meeting Minutes of February 17, 2015
- The minutes of the February 17, 2015 Communications Committee meeting were deferred to the April meeting.*
- V. Citizen Comments:**
- None
- VI. Old Business:**
- A.** Social Media - On-Line Overview of Current Town Social Media Sites
- VII. New Business:**
- A.** Discuss Actions to Increase Resident Use of Bi-Weekly E-Blast and Expand Content
- B.** Discuss Frequency of Town Notes and Potential Changes to Content

Mr. Weaver discussed the decision to move the publication of Town Notes to quarterly and if that number should be modified. He indicated after listening to comments on both

sides of the issue;

Comments against increasing the number to more issues would be,

- Confusing to residents since the number has recently been set
- Not enough resources within the Town with the current focuses to increase the number of publications

Comments for increasing the number of publications,

- Take the opportunity to be more assertive in the Town's intent to get out information on important issues in a timelier manner
- Not all resident are on the E-Blast and prefer a written format

Mr. Weaver stated that a decision increasing the number of publications needed be addressed and asked members their opinions. Committee members agreed to Mrs. Keegel's suggestion to continue with the quarterly publication schedule, publishing additional issues for special events or issues as needed balancing with the biweekly E-Blast.

Mr. Weaver indicated in an effort to free up additional content space he discussed the value of an entire page dedicated to the review of Town Council meetings. He suggested moving the important content to the E-Blast on the website.

Mrs. Dove noted that the Town should be very careful what information it **does not** publish due to the other Island's publications that will. She indicated that removing Council information would feed into the thought that the Town is hiding something.

Members discussed publishing an E-Blast after Council meeting. Ms. Rucker suggested placing Council action items in the "In the News" section of the Town's website the day following a meeting; then, following up the information in the next E-Blast.

Members further discussed removing the Council information page and agreed to remove the page in the June issue. A notice would be put on the Council page of the current issue and guide readers to the E-Blast to obtain Council action updates.

Mr. Weaver and members engaged in an in-depth discussion of what the content of future issues of Town Notes would include. Mr. Weaver verified that the current issue in production would include an article on the New Municipal Center and asked if there had been any participation of Council/Committee members in the articles. He indicated that input from those members in giving their views or "quotes" is of great importance. The construction of an article that gave an interesting description of "the process" being open and allowing for public inspection and comment would build community confidence. Mrs. Dove suggested an inclusion of a rough timeline for the Municipal Center project.

Member discussed that the June issues of Town Notes would feature the Town's Beach renourishment project. Members also included discussion of the project as safety issues to

visitors that there should be an availability of information which included facts about the project and maps that could be posted at the Nature Center and on signage on the beach. Members discussed and agreed that the March E-Blasts should start talking about the Beach Renourishment.

Mr. Weaver stated that the September focus of Town Notes would be Public Safety including developments of the recommendations that came from the PSSi Emergency Services Study.

Committee members expressed their desire to more aggressively move people to the use of the timelier biweekly E-Blast. They discussed the challenge of how to actually get more individuals to sign up to receive the E-Blast and contributed their thoughts on ways to accomplish the task.

VIII. Chairman's Comments:

None

IX. Committee Member Comments:

None

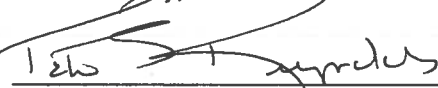
X. Citizen Comments:

None

XI. Adjournment:

The meeting was adjourned 4:15 PM.

Submitted by,



Petra S. Reynolds, Town Clerk

10-13-2015

Date