

COMMUNICATIONS COMMITTEE MEETING

Kiawah Island Municipal Center

Downstairs Conference Room

October 13, 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
Frances Boyd
 - Absent: Mary Kasman
 - Also Present: Stephanie Monroe Tillerson
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
 - D. Communication Committee Meeting Minutes of June 9, 2015
- Mr. Weaver made a motion to approve the Communications Committee minutes of the meetings of February 17th, March 17th, April 21st and June 9, 2015 contingent of any comments and corrections being sent to the Town Clerk by October 16, 2015. The motion was seconded and was unanimously passed.*
- V. **Citizen Comments:**

None
 - VI. **Old Business:**

None
 - VII. **New Business:**
 - A. Discussion/critique on Island Storm Communications

Mr. Weaver began the discussion by asking members to provide feedback on their experiences and comments heard from neighbors during the recent flooding event.

Members discussed if the communications issued to the residents were sufficient and provided enough information. Mrs. Braswell-Edgerton was praised for her efforts that exceeded expectations. They commented on how well Community Association and

the Town work together in providing information to keep residents informed. They did not feel the duplication of information by both entities was an issue. The only shortfall expressed was not communicating when Bohicket Road was reopened.

Members discussed if there is a correct entity or person residents would contact in the event that they were marooned and if there was a means by which non-residents or visitors could be contacted in the event of an emergency.

Members discussed if there was a possibility to send out communications or alerts to warn residents when and where emergency vehicles were on the Island so they avoid the area.

B. Municipal Center Communications Plan

Mr. Weaver presented a draft of the strategic plan outlining how Town Staff and Council can achieve critical objectives in their communication of the Municipal Center project.

Three are:

- Provide clear and consistent information about the Town's intention to build a municipal center that benefits its residents and the surrounding community.
- Ensure Kiawah Island residents are being updated on a regular basis through multiple channels throughout the life of this project.
- Ensure Kiawah Island residents understand the efficiencies, programming, and solutions this facility provides to embrace the future needs of Kiawah Island.

Committee members discussed what kind of information they felt should be communicated to gain support for the project. Discussion included the importance of identifying the facts as to why the project is needed and also what would be done with the property that would be left over.

C. City App Presentation

Committee members participated in a presentation from Alisa with WebQA to discuss options available in the development of a mobile application for the Town. The app would be designed specifically for the Town of Kiawah and downloadable to any mobile device. The app would also have the ability to provide users the option to receive push notifications or messages to communicate important information, reminders, and announcements of meetings or events.

Members discussed if the information on the app would be aimed at the Island residents, owners who are non-residents or visitors to the Town. Alisa indicated the app has the ability to customize a design to whichever audience is chosen by the Town. She also noted the advantage of the app for use in visitor notification. Members agreed the app would be an advantage and worth pursuing.

D. Web-site Redesign – Process and Timeline

E. Town Administrator Communications and Introductions

Mr. Weaver asked members for their feedback on the recent communications in Town Notes, by E-blast and the Post and Courier on the hiring a new Town Administrator. Discussion included the best way to introduce her to the Town; with a reception, meet and greet, or her dropping in on other Town events.

Mr. Weaver asked if in the new Municipal Center project should include technology to allow Council meetings to be recorded or to have a live feed. Members agreed that recording the meeting would provide documentation and also provide more transparency. They recommended a cost estimate for the technology should be included in the building estimation for review.

VIII. Chairman's Comments:

None

IX. Committee Member Comments:

None

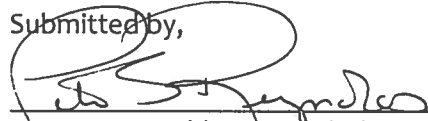
X. Citizen Comments:

None

XI. Adjournment:

The meeting was adjourned 4:50 PM.

Submitted by,



Petra S. Reynolds, Town Clerk

2-16-2014
Date