

COMMUNICATIONS COMMITTEE MEETING

Kiawah Island Municipal Center

Downstairs Conference Room

November 18, 2014; 3:00 PM

MINUTES

- 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
Frances Boyd
Jack Kotz
Joyce Keegel
Mary Kasman

Absent: Linda Dove

Also Present: Stephanie Braswell-Edgerton

IV. **Approval of Minutes:**

A. Communication Committee Meeting Minutes of October 14, 2014

Mr. Kotz motioned to approve the minutes of the October 14, 2014 Communications Committee meeting. The motion was seconded by Mrs. Boyd and was unanimously passed.

V. **Citizen Comments:**

None

VI. **Old Business:**

A. Continue Town Communication Methods

B. Social Media

Members viewed a short video on Twitter. There are five hundred million tweets a day and members discussed *Snap Chatting* as the new media outlet for young people.

Members viewed a short video on Social Economics. The US is number 6 in world populations.

Members discussed that more student books are going digital today. Mr. Kotz made the comment that a digital book he recently published cost him 1 million dollars, the same cost as a bound book. He noted that the need for editors is still there and graphic designers are more important than ever. He called attention to the fact that a digital book may cost the consumer \$9.99 to download and the hardback copy is \$25.00. Much the same as with the music industries with digital channels that adapt to the styles of music that an individual likes. It plays random songs in the chosen genre eliminating the need to purchase individual albums.

Mr. Kotz expressed his concern that we are moving toward digital intelligent adaptive learning. He explained that it involves not only a great deal of cost but requires student data that has not been gathered yet. Also, with that type of learning is there really a way to know at what level a student really is when they have completed a course.

Members discussed how the digital age is hurting the music industry with the elimination of a person having to purchase music just as digital books are hurting publishers. They also discussed consumer marketing as done by Amazon where you are emailed purchase suggestions by your purchase profile.

Members discussed that even your garbage may go digital by recording if your can was out and/or the time that the truck was at your home. This would eliminate return trips when a customer complains that their trash was missed.

Member discussed an article distributed entitled “Apps are Killing the Web” which stated that consumers spend 86% of their mobile device time on apps and 14% on the web. Apps are changing the way we convey and receive information. Members discussed what apps are and the apps they frequently use.

Mrs. Johnson stated that in the coming year, with a new Council being elected, she did not know who would be chairing the Communications Committee, but felt that there would have to be a discussion on the role of the Committee and a clearer definition of how it can contribute to the community. She indicated that she felt that homeowner opinions on how to communicate with homeowners would be a very valuable piece of information.

Members discussed the apps that some of the entities on the Island had and if it was something that the Town should investigate. They noted that you see many couples who sit side-by-side, both engaged with their phones for a lengthy period of time. If this is taking over, is it replacing the new generation socialization skills and ability to interact?

Committee members discussed the Committee’s role looking towards the future and compared it to the “Digest” Committee where individuals are assigned stories to write. It was discussed if it is still Ms. Rucker’s intention to write all the articles that will be

published. I will have to be decided if the Committee would on occasion contribute *signature* articles or continue to promote the advancement of the Town's communication. The latter part of the year has seen Town Notes go to a quarterly publication and the introduction of a bi-weekly e-blast to influence the communication flow to the homeowner. Mrs. Johnson noted that there is still a weakness in the Town's Social Media mainly to time constraints and that members could help with the advancement by posting to the Town's Facebook as a homeowner creating dialog.

Members again asked what role the Committee has. Mrs. Johnson stated that the Committee charter indicated that the role is to basically review and suggest. Early attempts to change the charter were made to gain some control over writing articles but were not successful. The Committee continues to have no authority or responsibility. The Committee was given the project to review the Town's Communications and even though the project was never finished, items that were to be presented as suggestion were adopted. Ms. Johnson indicated that she had not chosen to initiate the discussion of a view of the Committee going forward.

Mrs. Johnson suggested that once the Town moves forward with the new Municipal Center the Committee could make suggestions on how and what information to broadcast to the homeowners. The question of public participation in the building process was raised to which Mrs. Johnson clarified that the Mayor would probably create a committee that would include resident members to participate in the design and building of the center. She hoped that individuals on the design committee would consider needs at least five years out and also consider diverse uses and resident suggestions. Committee members discussed their suggestions of design options that they would like to see incorporated in the new building.

Mrs. Johnson asked committee members to think about and make comment to:

- ↳ How to engage the community
- ↳ How, and how often, to inform the community

Committee members agreed that the community should be informed on a regular basis (monthly) and not by mail!

VII. New Business:

None

VIII. Chairman's Comments:

None

IX. Committee Member Comments:

None

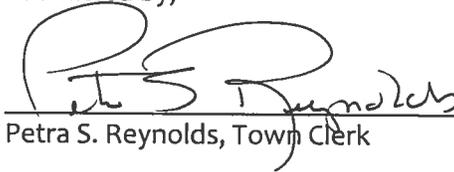
X. Citizen Comments:

None

XI. Adjournment:

The meeting was adjourned 4:14 PM.

Submitted by,



Petra S. Reynolds, Town Clerk

2-17-2015
Date