

COMMUNICATIONS MEETING

Kiawah Island Municipal Center
Downstairs Conference Room

April 12, 2015; 2:00 PM

Minutes

- I. **Call to Order:** Ms. Braswell-Edgerton called the meeting to order at 2:00pm.
- 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: Stephanie Braswell-Edgerton
Frances Boyd
Linda Dove
Joyce Keegel
 - Absent: Mary Kasman
Doug Reynolds
 - Also Present: Craig Weaver, Council Member
- IV. **Approval of Minutes:**
None
- V. **Old Business:**
None
- VI. **New Business:**
 - A. Website Redesign

Mrs. Braswell-Edgerton asked members for their opinions of the Town's current website and changes they would like to see.

Current website:

- Too many clicks to get to information

New website;

- Designated tab for Arts Council events
- Tab for Freshfields' events
- Designated tab for Better Education of Renters and Visitors – **more visible**
 - Dog Map
 - Town Rules and Regulation
 - Rental Policies
 - Riding on Bike Paths
 - Beach Rules
 - Signage informing no glass on the beach
 - Information of Items left on the beach

- Requirement to have Town regulations in Rentals
- Special Event Flag or Banner

Members discussed the usage of Merchant Plaza. The name is misleading, it lends to it being a place to buy and sell merchandise; liked the concept of being an on-line business directory but the name now used needs to be changed.

Mrs. Braswell-Edgerton stated that in an effort to create greater municipal transparency finance department documents will be posted on the website;

- Check register – already being posted in the lobby
- Yearly Budgets
- Financial Reports
- Budget Overviews
- Salaries
- Overtime Reports by Department
- Town Contracts in excess of \$25,000.00
- Construction Contract in excess of \$20,000.00
- Single Purchase Orders in excess of \$25,000.00

Members reviewed the Disaster Preparedness tab and agreed the information was important but needed to be reworked. The suggestion was made to add a “FAQ” tab. Mrs. Braswell-Edgerton directed members to the *Residents’ Support Center* which includes FAQs. Discussion highlighted the need for the *Residents’ Support Center* to be renamed or reworked or deleted.

B. Municipal Center Communications Plan

Mrs. Braswell-Edgerton stated the Groundbreaking event for the New Municipal Center would be on May 3rd prior to the Town Council Meeting. Mr. Weaver questioned if the intent of the event was going to be a photo opportunity or to get the community involved. Members discussed the event, made suggestions the arrangements, and approaches on how to notify residents the event would be taking place.

Mrs. Braswell-Edgerton stated that for inclusion in the next Town Notes a construction brochure or pamphlet is under development. It will cover the project description, renderings, information on the architect and the builder, along with financials. Members discussed if there was any additional information which they felt should be included but agreed the renderings would be the most Important.

Members asked if the *Visitor’s Center* is moving to the new Municipal Center and if the space would be upgraded. Discussion also included if there should be an enhanced role for the *Visitor’s Center* in the services and information it provides.

Members discussed the projected construction timeline. Mr. Weavers stated it was the intent to have a place that included all the project information, the most up-to-date renderings and construction project milestones to keep up interest.

C. Construction Documentation

Mrs. Braswell-Edgerton gave members an update on doing the time-lapse photography for the Municipal Center Project. She stated there had been an additional proposal made by another company that in addition to the time-lapse, would include detailed construction documentation photography, inside and out. If there was any irregularity on the jobsite during the project the documentation photos could be referenced. Members agreed at a reasonable cost the proposal would be advantageous but should be recommended for approval by the Municipal Center Committee.

VII. Chairman's Comments:

None

VIII. Committee Member Comments:

Committee members discussed articles for Town Notes which included, the recent approval of a contract with AirMedCare helicopter services, the advantage of a more detailed article on *Beach Patrol* highlighting the role they play on the beach, their certifications, skillsets and how to contact them. Also suggested was statistics on the amount of visitors to the Island.

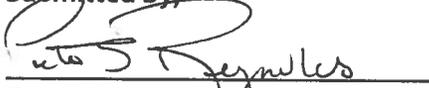
IX. Citizen Comments:

None

X. Adjournment:

The meeting was adjourned at 3:40pm.

Submitted by,



Petra S. Reynolds, Town Clerk

Approved by,



Stephanie Braswell-Edgerton, Chairman

6-14-2016

Date