

Communications Workgroup Meeting 11/8/16

The Committee discussed website feedback from the Town Council presentation:

- Is garbage pertinent to the Visitors tab? The committee decided yes.
- The pictures do not reflect the Kiawah demographic. The committee decided to make most pictures scenic and include age diversity in photos.
- Freshfields needs to be one word. Committee agreed.
- Add the word golf to Kiawah Island Resort reference. Committee agreed.
- List resort dining options. Committee agreed.
- dining headers classification. Committee agreed.
- Altering website call to action boxes seasonally. Committee agreed.

The committee discussed Hurricane Matthew communication. Their feedback was the following:

- Overall positive communication.
- Lots of duplication of information between Town and KICA.
- Closer to the storm it seemed over-dramatized.
- Missing information on police protection of property and Island security in general.