

Introductions

A. Summary of Town Communications outlets and efforts

- Explanation of Town Notes. Mailed to residents based on solid waste billing list. Property owners/residents can email to sign up to be on the Town's mailing list and email marketing. (about 4166 mailed to Kiawah property owners.)
- Difficult reaching those that live in regimes. How to reach those people and reaching out to those on iKiawah or other online outlets. Probably best to come from Stephanie B.E. so that people know it's directly coming from the Town. Connecting with the property managers and who controls those lists. Cannot usually get property information because of security issues. Adding to rental packets.
- E-blasts have different categories (Arts Council, Wildlife, etc.) Averaging a 53% open rate, which is a good success rate.
- Website redesign is a good improvement from before. Using the "In the News" and rolling ticker for timely information.
- Social media with Facebook, Twitter and Instagram. Alison Frey has been assisting with growing our social media image and so far, has been great for following.
- CODE red only used in emergency situations. At about 3000 people on the list but is confidential. Paid for annually by the Town and per use during emergencies.

B. E-Blast/Town Notes Feedback

- Alison- difficulty to read Town Notes online. Changing the order to making people want to keep turning the page. Utilizing the e-blast to be used for quicker information.
 - The Town is transitioning from Flipsnack to Joomag in June
- Cathy- note enough white space. Can be too busy. Bulleting the Town Council notes more succinctly (not so wordy.) A lot of wildlife, spacing it out more over the year.
What is the overall arching goal and trying to accomplish?
- Shauneen- Limiting the number of fonts used on each page. Sans serif is easier to read and easier on the eyes.
- Bob- very good, but almost too much information. Prioritizing articles and being more brutal on editing.
- Stephanie B.E.- difficulty balancing and trying to figure out exactly the best way to reach everyone. Paper vs. online. Word vs. not. Using Town Notes to expand on the quick marketing we can do online.
- Stephanie T.- explained the point of a lot of wildlife information because the Town is trying to communicate what our wildlife department does and the research that is meaningful. PR and trying to get people to know what we're doing.
- Target audience of Town Notes vs. E-blasts (5 different ones: residents, businesses, visitors/tourists, media, and outside agencies.) Based on the article, who it's targeting could help decide which avenue it is put in.
- The workgroup does like the drop-down links in the E-blasts.

Communications Workgroup 4/16/18 Notes

C. Workgroup Assignments/Contributions (*June 1 deadline*)

- Beth- suggested doing regular communications about the Fire Dept. from Ryan Kunitzer. Look through the website to see what is good or not appealing to residents.
- Bob- Volunteer Spotlight on Bill Blizard.
- Chris- possibly getting the new CCSD model written about
- Cathy- how the Town can collaborate with KICA in Town Notes or E-blasts (i.e. KICA corner)
 - Suggested an article about being in the building almost a year and what are the successes so far.
- Shauneen- using photography for the website and use as an editor for Town Notes.
- Alison-continue social media and Turtle Patrol

D. Disaster Awareness Day

- Wednesday, June 13, 2018 from 2:00-4:00 pm with wine reception to follow
- Planning to do three panels providing information regarding disaster preparation, evacuation and return/recovery
- Most information aimed at dealing with hurricanes
- Suggestions for the day:
 - ✚ Having a Town table allowing people to sign up for E-blasts, Town Notes, etc.
 - ✚ Generator usage and safety
 - ✚ Berkeley Electric discussing electricity and why it's turned off during disasters
 - ✚ Dealing with telling residents when to leave and the balance of that
 - ✚ Who in the past made this day less boring?
 - ✚ Road flooding and safety
 - ✚ Suggest discussing dealing with storm surge and at high tide (pictures would be good)
 - ✚ What have we learned dealing with the disasters and storms

E. Communication Future Projects

- a. Code Enforcement Education Project/Tourist Communication Efforts
 - i. Communication leash ordinance, no glass, no metal shovels, feeding alligators, etc.
 - ii. Putting magnets on the back of the Beach Patrol and Public Safety trucks in efforts to inform the public
 - iii. Using trash receptacles on the beach to put signs and working with ARB
 - iv. Turtle Patrol business cards with informational bullet points that may need to be reiterated to the general public during evaluation season
 1. Are business cards too small? Maybe more like index card size.
 2. What are the most important items to state?
 3. Send draft to Communications Workgroup to review/edit
 4. Make sure they don't turn into litter

Communications Workgroup 4/16/18 Notes

- b. Wildlife/Environmental Dept. Marketing (Wild About/Marketing booklet)
 - i. Featuring new *Wild About* series and showing the research and efforts the wildlife department is doing (feedback is that the length of videos is good)
 - ii. Informing WHY the biologists do what they do
 - iii. Smaller version of our nature guide and more interesting marketing booklet
- c. Community Event/Outreach
 - i. Hosting a Town summer music event
- d. Town Notes Possible Rename
- e. Maze of K's
- f. Social Media Communication Policy
 - i. When we do or don't delete comments, respond to, etc.
- g. Community App.
 - i. Geared toward tourists, but also assisting the residents as well

Cathy commented about the Mayor's poll/survey. Inconsistent about the choices in the poll and weren't very clear. How are we going to actually use that data? It was confusing and probably difficult to understand the results.