

Hilton Head Plantation Property Owner's Association, Inc.

Communications Committee Meeting

Minutes of Meeting

Monday, September 16, 2024 at 10:00 am

Attendees:

David Barnum
Sherry Beck
Steven McManus
Louise Drueth
Tom Hoppin
Barbara Conway

Phoenix Smith
Sue Henderson

Absent with Notice:

James Daniel

Staff:

Pippi Itkor
Peter Kristian

Mr. Barnum called the meeting to order at 10:02 am

Minutes

Mr. McManus made a motion to approve the August 2024 minutes. Ms. Conway seconded, and the motion passed unanimously.

Plantation Living

Ms. Itkor presented the advertising revenue report for Plantation Living. Ms. Itkor reported that in August, Plantation Living brought in \$17,452. The projected revenue for September is \$16,500. No notecards or books were sold in August.

Old Business

- Note Cards – Ms. Itkor reported over 300 photos have been submitted for the contest. For judging, photos will be broken down into 12 categories. The first pass of judging will be by the staff and will conclude by the October Meeting. The second round will be done by the Communications Committee at the October meeting. This way, notecards can be ordered for a holiday promotion. Mr. Barnum proposed that we also offer a calendar that features some of the contest images. It was agreed that that option be explored.
- Review of September Plantation Living – Feedback was favorable. New columns were well received. Ms. Beck expressed concern that advertising could be taking up too much real estate. Ms. Itkor and Mr. Barnum explained that advertising was limited to a certain percentage of space and we are more or less sold out until 2025. It was also posed that the new columns be brought forward in the publication. It was agreed that, starting in October, they will follow Harry Heron. There was a brief conversation regarding the expansion of the newsletter and it was agreed that that conversation be tabled until next month.

New Business

- The revised Strategic Plan and SWOT Analysis were introduced for discussion. Ms. Itkor produced a copy of the strategic plan that incorporated notes from the August meeting. The committee reviewed each item carefully, minor adjustments were made, and Ms. Itkor will send out another revision, that, if approved by all, will be submitted to Board vice-president, Margie Lechowicz, for review. Ms. Itkor will send out the SWOT plan via email, and, if approved by all, will be submitted to Board vice-president, Margie Lechowicz, for review.

Updates:

Mr. Kristian reported the following:

- Coffee with Peter this month features the mayor as the guest speaker. The November coffee will feature Dr. Frank Rodriguez, Superintendent of Schools.
- There is a town council election coming up. One of seats up for re-election is Ward 6. There are 3 candidates. League of Women voters has been contacted to put together a candidates' forum.
- The 2025 budget is underway. It will be presented to the Finance Committee on September 19 and then to the Board on September 24. Mr. Kristian expressed optimism as to how the HHPPOA is doing budget-wise. The revenue streams from advertising, SLRC, decals and passes and boat storage have all been outstanding this year.
- Revision of Rules and Regulations is underway.
- Crime continues to be very low. Just hired a new security officer as turnover is rather high in that department.
- Painting projects include the completion of painting the back gate, cleaning the front gate in preparation for painting, the completion of the painting of the Plantation House Porch. Any other renovation of the Plantation House is on hold, with minimum efforts being put in until the plan for the Plantation House upgrade is determined.
- There are lots of events this fall: Trash and Treasure, Pet Parade, Trunk and Treat, Hayrides.
- The Ireland trip has yielded a \$12,000 commission from Collette which is revenue.
- Strategic plan is being worked on.
- Committee will be invited to the volunteer party on December 6th and attendance is encouraged.
- Chrissy, Sean and Todd were at a tutorial for Enumerate and the launch of that is moving along.
- The camera system for the gates may be installed soon depending on how good the balance sheet looks at the end of the month.
- The Mitchelville parcel has been purchased by the town for \$9,000,000 and will be preserved as green space. The town is also trying to purchase another parcel on Marshland Road to save that parcel from development.

Conclusion:

Mr. Hoppin made a motion to adjourn the meeting. Ms. Conway seconded the motion. The meeting adjourned at 11:16 am.

Respectfully submitted by P. Itkor