

# Hilton Head Plantation Property Owner's Association, Inc.

## Communications Committee Meeting

### Minutes of Meeting

Monday, October 21, 2024 at 10:00 am

#### Attendees:

David Barnum  
Sherry Beck  
Steven McManus  
Tom Hoppin  
Barbara Conway

Phoenix Smith  
Sue Henderson  
James Daniel

#### Absent with Notice:

Louise Drueth

#### Guest:

Robert Lamb

#### Staff:

Pippi Itkor  
Peter Kristian

Mr. Barnum called the meeting to order at 10:01 am. He thanked the committee for their hard work putting together a terrific Strategic Plan and an insightful SWOT Analysis. It is a great representation of everyone's ideas and input.

Mr. Daniel asked if this would be a working document moving forward. Mr. Barnum commented that the strategic plan will be a working document that will guide us moving forward, but the SWOT Analysis will be folded into the larger puzzle of the overall HHPPOA strategy.

Ms. Conway suggested distributing the New Homeowners Guide on a thumb drive. Ms. Itkor will explore this as an option.

#### Minutes

Mr. McManus made a motion to approve the September 2024 minutes. Ms. Beck caught an error in the spelling of Peter's name. Aside from that, Ms. Beck moved to approve the minutes and the motion passed unanimously.

#### Plantation Living

Ms. Itkor presented the advertising revenue report for Plantation Living. Ms. Itkor reported that in October, Plantation Living brought in \$16,171. The projected revenue for Nov is \$17,780. No notecards or books were sold in September.

#### Old Business

- Note Cards – Photos were reviewed, and Committee Members voted on their top 12 selections. Ms. Itkor will tally the votes and notify the winners of the competition. Ms. Itkor will layout the 12 notecards and send to committee for approval. The plan is to place order by November 15. It was determined that ALL the finalist photos will be featured in some capacity during 2024-2025. We will utilize them in static Instagram posts and in a slide show at the annual meeting. A calendar was discussed, and Ms. Itkor will explore pricing and options. Ms. Itkor will prepare an informational email to be sent to the Conservancy Committee for approval.

- Review of October Plantation Living – Feedback was favorable. It was suggested that the editorial columns be moved in placement. It was decided to have the editorial columns follow the POA Info section and precede the Club Information. Ms. Beck suggested a more extensive index and, if room permits, this will be auditioned in the November issue. Ms. Itkor noted that residents are contributing columns. Ms. Conway enquired as to a statement that says the HHPPOA does not endorse the advertisers. Ms. Itkor confirmed that that is present in every issue.
- Final Strategic Plan and SWOT Analysis – The most recent draft of the Strategic Plan and SWOT Analysis were presented. After review, Committee members were invited to submit changes up until the 25<sup>th</sup>, after which Ms. Itkor would apply the changes and submit the final draft to Board vice-president, Margie Lechowicz.

### **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.
- Digital Advertising in Plantation Living – This is being put into play this month. Mr. Hoppin inquired if the proposed pricing was competitive. Ms. Itkor responded that she had researched the market and found there is no market that really matches up with ours. She determined pricing with comparisons to markets that were CLOSE to our market. Mr. Barnum offered to do more homework on this and present it at the next meeting. There was a general reminder from Mr. Kristian that the ads in the newsletter were never meant to be a big money-maker. It is considered gravy that helps to keep our assessments down. Mr. Hoppin urged a further review of the ad rates with competitive comparisons and Mr. Barnum offered to do this and present his findings at the next meeting.
- Ms. Itkor mentioned the survey that was sent out regarding people saying they are not receiving their digital or hard copy of Plantation Living. Only 22 residents responded that they are not receiving their hard copy, but almost 40% are not receiving the e-blast that links them to the digital newsletter. Ms. Itkor will have a conversation with AWeber to problem solve delivery issues until we transition to Engage. Mr. Kristian commented that he received some comments that an additional political survey was sent randomly to those surveyed. Ms. Itkor is going to investigate how we prevent that from happening in the future.

### **Updates:**

Mr. Kristian reported the following:

- Announcement in last month's Plantation Living regarding Board Candidates. Mr. Kristian encouraged participation.
- The last Coffee with Peter of the year will be Thursday, November 21 at 10:00 am. Dr. Frank Rodriguez, Superintendent of Schools, will be the guest speaker.
- There will be an initiative on the upcoming election ballot that is a 1% sales tax initiative. Mr. Kristian laid out how this could benefit our community and encouraged support. He also mentioned the bond initiative which goes hand in hand with the previously mentioned item.
- The Convenance Committee is dealing with Rules and Regulations. Should be updated by the end of the year so it can be adopted and registered.

- Budget was adopted by the Board and on the front page of the newsletter.
- The camera system for the security gates is on order. Hope to have installed by the 1<sup>st</sup> of the year.
- The Rec Committee is looking at the Plantation House at their meeting in November. The first step in the process is to see if the Board will agree to engage a Land-Planning firm, along with an architect and an engineer, to make an evaluation of the building. This will help determine if it is a tear-down or a massive renovation.
- Main gate has been painted and leisure paths are to start being addressed this week.
- A bunch of activities coming up including the volunteers party on December 6. All are in Plantation Living.
- Very successful New Homeowner's Meeting on October 8 with lots of great door-prizes.
- New manager for Palmetto Coastal.
- Lot's of hurricane related issues. While we generally fared well, there have been delays in projects as a result.
- Still getting complaints about the Dolphin Head Rec Center being to lively acoustically. An additional 20 panels will be installed. Panels are on order at a cost of approximately \$5,000.

Mr. Barnum made amotion that we meet in November and December. It was passed unanimously. Ms. Itkor noted the November meeting will be November 18<sup>th</sup>.

Conclusion:

Mr. Barnum made a motion to adjourn the meeting. Ms. Conway seconded the motion. The meeting adjourned at 11:04 am.

Respectfully submitted by P. Itkor