

## COMMUNICATION COMMITTEE Meeting Minutes

**Date:** January 27, 2025

**Time:** 10:00 AM

**Chairperson:** David Barnum

### In Attendance

David Barnum

Steve McManus

Tom Hoppin

Sherry Beck

Louise Dreuth

Jim Daniel

Phoenix Smith

Guest: Bob Lamb

### Staff

Peter Kristian

Pippi Itkor

Absent with Notification

Sue Henderson

Barbara Conway

## 1. Call to Order

David Barnum called the meeting to order at 10:00 AM.

## 2. Approval of Previous Minutes

Steve McManus noted an error in the November minutes' recorded date for the January 2025 meeting. Ms. Itkor agreed to make the correction. Mr. Barnum motioned to approve the amended November 2024 minutes. Ms. Beck voted to approve, and Mr. McManus seconded the motion.

## 3. Financial Report

- Ms. Itkor reported \$19,000 in advertising sales for the January edition of *Plantation Living*.
- \$1,734 in notecard sales from early December through December 20.
- February ad sales are projected to exceed \$16,000.

## 4. New Business

### Review of Plantation Living

- *Plantation Living* remains at 40 pages. Layout challenges exist, but expansion is not necessary at this time.
- Mr. Hoppin, Ms. Beck, Ms. Henderson and Ms. Conway will share proofreading assistance.

- 21 annual advertising contracts have been signed, and legacy rates have been retired.
- Consideration given to repurposing the printed calendar space for additional classifieds or advertisements.

### **Review and Update on Engage Platform**

- Ms. Itkor requested committee feedback.
- Mr. Hoppin noted that the platform is functional and user-friendly, but the financial module remains inactive.
- Mr. Barnum emphasized a methodical approach to financial activation.
- Ms. Itkor provided an update on the Engage account statistics:
  - 4,496 accounts created
  - 707 accounts missing email addresses
  - 2,362 accounts have not been logged into
  - 44 accounts pending signature of terms
  - 1,383 accounts activated
  - 1,308 household accounts were activated
- Mr. McManus inquired about gate passes; Mr. Barnum explained that the POA will continue using ABDI software, with Engage linking to it.
- Engage training sessions are scheduled, with promotions via newsletter, e-blasts, lobby signs, and e-signs.
- Discussion on leveraging club leaders as Engage ambassadors.
- Ms. Itkor aims to address resident concerns through training modules and the *Did You Know* newsletter column.
- A proposal to analyze report utilization in the February meeting.

### **5. Looking to 2025**

- Ms. Itkor's current 2025 priorities:
  - Upcoming election
  - *Coffee with Peter* event
  - Increased use of Zoom for meetings and training
  - Annual Report and Annual Meeting
  - Strengthening social media presence
- Mr. McManus emphasized the importance of Engage adoption and defining success metrics.
- Discussion on driving residents to Engage by redirecting HiltonHeadPlantation.com traffic.
- A 75% sign-up rate (~5,250 residents) was suggested as a successful transition goal.
- Mr. Hoppin stressed focusing on the adult population.
- Mr. Daniel inquired about additional security measures; Mr. Barnum clarified that security software falls under the Security Committee's jurisdiction.
- Proposal to explore gradual ad rate increases and more social media engagement.
- Ms. Smith suggested a behavioral change campaign to encourage Engage adoption.

## 6. Peter's Updates

- 2024 Audit in progress; will not be included in the Annual Report mailing.
- *Annual Report* preparation is underway.
- The Highway 278 project is stalled; a potential eastbound three-lane span replacement is under discussion, with a March 31st SCDOT deadline.
- A workforce housing project is proposed behind the hospital; no formal plans have been submitted yet.
- The Engage platform rollout continues; Kids Kamp registration solutions are being evaluated.
- A new assessment system is in place; the payroll system transition is targeted for April 1st.
- Engage platform rollout is progressing gradually; technophobic resistance remains a challenge.
- Six tennis courts under renovation.
- The Plantation House project evaluation is ongoing (teardown vs. renovation).
- ABDI security cameras are operational.
- RV/boat storage is at full capacity; a waiting list has been established.
- The volunteer appreciation event was deemed successful.
- Pool pump replacement ordered.
- Leisure path maintenance is in progress.
- The road maintenance schedule is under development.
- Rules and Regulations filed with Beaufort County Land Records.
- Pine Island beach renourishment project: 220,000 cubic yards of sand will be added, and groins will follow.
- The Main Street project update session is scheduled for February 13.
- Concerns were raised about delayed meeting minute postings; Ms. Itkor will address this in the *Did You Know* column.
- No strict Engage rollout timeline, but the goal is full implementation by Q3 2025.

## 7. Adjournment

Mr. Barnum motioned to adjourn at 10:57 AM. Mr. Hoppin moved to approve, and Mr. Daniel seconded the motion.

**Next Meeting:** February 17, 2025

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*Minutes respectfully submitted by: Pippi Itkor*