

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

## Communications Committee Meeting

### Minutes of Meeting

Monday, June 17, 2024 at 10:00 am

#### Attendees:

David Barnum

Barbara Conway

Steven McManus

Louise Drueth

James Daniel

Tom Hoppin

Sherry Beck

Sue Henderson

#### Absent with Notice

Phoenix Smith

#### Staff:

Pippi Itkor

Peter Kristian

Mr. Barnum called the meeting to order at 10:04 am

#### Minutes

Mr. Hoppin made a motion to approve the March 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 May, Plantation Living brought in \$13,790.

#### Old Business

- Note Cards – Ms. Itkor reported that 0 notecards were sold in May 2024. In 2014, 18,000 sets of notecards were ordered. Of that quantity 528 sets remain. Mr. Hoppin moved that the remaining sets of cards be sold 3 for \$10 and used in the welcome packets and given to clubs to utilize. In the meantime, Ms. Itkor will create a program for compiling new photos, create a design and price out production. The goal will be an October 2024 completion to be ready for holiday sales.
- The History of HHP Booklet – Ms. Itkor reported that that 0 booklets were sold in May.
- The HHPPOA 2024 Resident Opinion Paper Questionnaire is in the process of being tallied. 67 surveys remain to be counted. These will be completed by EOD Wednesday, June 19 and Ms. Itkor will generate the report for the Board.
- Mr. Kristian announced that the timeline for the re-paving project will be end of June – early July. An e-blast will be sent to the community at the appropriate time. Ms. Conway proposed a completion timeline be published in Plantation Living. Per Mr. Kristian, the leisure paths will also be addressed this summer.

## **New Business**

- The Strategic Plan was introduced. Mr. Barnum requested that Ms. Itkor also send the current SWOT analysis to for the committee to review. The committee will then discuss both the Strategic Plan and the SWOT Analysis at the July 2024 meeting.
- The re-design of Plantation Living was briefly discussed and met with a favorable review. 4 additional pages will be added in the July issue to accommodate growth in advertising as well as additional columns. July will include Nature Notes, FAQ's, The Month in Review and possibly a Security column.
- A discussion was opened regarding the need for emails for board members and committee presidents. After input from Mr. Kristian it was determined that the existing communication flow through the [board@hhppoa.com](mailto:board@hhppoa.com) email was sufficient.
- There was a brief conversation about the future of paper surveys. The conversation was tabled until the pertinent board is in place, at which point the plan to eliminate paper surveys will be put into play.

## **Updates:**

Mr. Kristian reported the following:

- The Hilton Head Town Council will be meeting on Thursday, June 20 to discuss and vote on the 278 Corridor Project.
- The beach renourishment permit has been completed. The town will renourish HH beaches in 2025, so HHP will piggy-back on that effort to maximize the outcome.
- RV boat storage is full.
- Next Coffee with Peter is July 25. HH Chamber is the guest Speaker.
- Kids Kamp started June 17 and is booked solid. Lifeguards and camp counselors still needed.
- Country Club of Hilton Head dismissed their Head Tennis Pro.
- Saturday Pickleball social at Dolphin Head is a big hit. Pickleball club continues to criticize the POA.
- The 1<sup>st</sup> newsletter published under Ms. Itkor has been well received.
- Small electronic announcement boards are being installed in the lobby.
- Demographics appear to be shifting to more of a work-from-home population.
- Home values continue to climb.
- Mr. Kristian updated the committee as to the current status of the Bay Point / White Stone Group project inquiries.

Conclusion:

Mr. McManus made a motion to adjourn the meeting. Ms. Dreuth seconded the motion. The meeting adjourned at 11:07 am.

Respectfully submitted by P. Itkor