

**Hilton Head Plantation Property Owner's Association, Inc.**  
**Communications Committee Meeting**  
**Minutes of Meeting**  
**Tuesday, June 14, 2022 at 10:00 AM**

Attendees: Ann Schwab, Chairperson  
Joanne Foggy  
Barbara Conway  
Louise Dreuth  
Michelle Dapprich  
Sue Henderson

Leah Davis - Staff  
Peter Kristian - Staff  
Lori Schmidt – Board President

Absent with Notice:  
Sheryl Webber-Washington  
Peggi Moon  
Peggy Howard

Ms. Schwab called the meeting to order at 10:05 AM.

**Minutes**

Ms. Henderson made a motion to approve the May 2022 Minutes. Ms. Dreuth second, and the motion passed unanimously.

**Plantation Living**

Ms. Davis presented the advertising revenue report for *Plantation Living*. We finished May at \$14,545 and June at \$13,465.

**Old Business**

- Note Cards – Ms. Davis reported that 24 packs of notecards have been sold so far this year. The year to date total is \$240.
- The History of HHP booklet – Ms. Davis reported that 18 History of HHP booklets have been sold this year. The year to date total is \$270.

**New Business**

- Ms. Schwab introduced Lori Schmidt (HHPPOA Board President).
- The Committee Reviewed and Updated the SWOT Analysis for the Communications Department. This will be included in the updated Strategic Plan. Below are some things that were noted during this session.
  - Addition of the Electronic Sign to the Department Objectives
  - Removal of 'high marks' under Plantation Living as it is redundant under strengths
  - Removal of 'repetitiveness' and 'immediacy' as it is repetitive under strengths
  - Removal of 'better search engine, middleman, dated look' under weaknesses of website as these things have been corrected
  - Removal of spam folder under email blast opportunities as this issue has been fixed for the most part

- Committee members mentioned having our guest speakers at Coffee with Peter getting more speaking time at the beginning of the Coffees.
- Many additions were made under each category of the SWOT analysis and the committee members brought up great points in each category.

## **Updates**

Mr. Kristian reported the following:

- Dolphin Head contract has been signed. The playground is coming down soon. The POA is waiting on the demo permit for the building.
- The Charles and Waterway Gardens are moving forward.
- The Bayshore Cottages are moving along.
- Kids Kamp is in session. We have added six more counselors this week. This is our largest kamp ever.
- The pool is open. The splash pad is having issues and we are working with the pool company to fix them.
- Paving begins next week.
- Leisure path construction continues.
- Mr. Kristian mentioned that a resident was inquiring about motorcycles in the community.
- Mr. Kristian addressed the dogs at the ball fields. He is working with the Covenants Department on the best way to address this.
- Ebikes continue to be a problem in the community.
- Mr. Kristian noted the HHI Bridge Project.
- Mr. Kristian noted the County Referendum.
- Andy Patterno won PSD election.

## **Conclusion**

Ms. Henderson made a motion to adjourn the meeting. Ms. Conway seconded the motion. The meeting adjourned at 11:27 AM.

The next Communications Committee Meeting will be on Tuesday, July 12, 2022 at 10:00 AM in the POA Service Center Board Room.

Submitted by L. Davis