

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

## Communications Committee Meeting

### Minutes of Meeting

Monday, August 19, 2024 at 10:00 am

<b>Attendees:</b>	Phoenix Smith	<b>Staff:</b>
David Barnum	Board Guest: VP Margie Lechowicz	Pippi Itkor
Sherry Beck	Resident Guest: Judy Dunning	Peter Kristian
Steven McManus	<b>Absent with Notice:</b>	
Louise Drueth	James Daniel	
Tom Hoppin	Sue Henderson	
Barbara Conway		

Mr. Barnum called the meeting to order at 10:01 am

#### Minutes

Mr. Barnum made a motion to approve the June 2024 minutes. Ms. Drueth 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 \$14,945. The projected revenue for September is \$18,622. Advertising is on pace to stay between 16k - 18k for the remainder of the year.

#### Old Business

- Note Cards – Ms. Itkor reported that 0 notecards were sold in June 2024. Ms. Itkor presented a revised design concept for the new notecards as well as a revised production budget for 1000 sets that totaled \$3,452.00. Ms. Itkor reported that over 30 photographers have already submitted entries for the selection process.
- Review of August Plantation Living – Feedback was favorable. It flows well and the photo heavy content invites engagement. It was discussed growing the publication to 48 pages to make room for more columns and information as well as continuing to expand advertising space. Ms. Itkor will be taking a meeting with DX Printing, the USPS and Tom Hoppins to formulate a proposal for this 8-page amendment.
- The HHPPOA 2024 Resident Opinion Survey responses were presented and discussed. It was noted that transparency, management of the capital project, traffic safety and concern over a dog park were the most frequently addressed issues. Researching the wisdom and expense of contracting an outside firm to assist in crafting the 2026 survey was discussed. It was proposed that Ms. Itkor look into that

possibility for future discussion. It was requested that Ms. Itkor make copies of the Survey response for the Board packets distributed at the Board Meeting.

### **New Business**

- The Strategic Plan and SWOT Analysis were introduced for discussion. Ms. Itkor produced a copy of that incorporated notes from members of the committee. After Ms. Lechowicz offered some guidance, it was concluded that a revision needed to be made to the objectives in the Strategic Plan, which would impact how the strategies were addressed. Mr. Barnum and Ms. Itkor are to meet and create a new framework by 8/23/24. Email communications will be sent to committee members each week to create an analysis and plan to be reviewed at the September meeting.

### **Updates:**

Mr. Kristian reported the following:

- The Bridge/Corridor Project: Tom Davis has received a multitude of negative comments from locals regarding this project. Mr. Kristian encouraged, that if the committee is in favor of the project, that members reach to Senator Davis with positive reinforcement.
- Hurricane Debby – Other than some big rain, mostly a non-event. Clean-up is largely complete.
- The 2025 budget is underway.
- Kids Kamp has concluded and was a great success.
- RV Boat storage is booked out and doing well.
- Dolphin Head continues to be very popular. AC / Acoustic issues have been fixed.
- The new “Announcement” boards in the lobby have been well received.
- The bee keeping station at Seabrook Farm has been under attack from an invasive yellow-legged hornet. We have partnered with Clemson to problem solve this issue.
- There is a new Corporate Transparency Act that requires all corporate entities to register with the federal government. HHP is exempt.
- HH Green Space Committee – They have most recently purchased tracts adjacent to Mitchelville. 5 other native island tracts are being considered for purchase.
- I2Recycle program has been well received and the transition is doing well. Mike Bennett, an HHP resident and owner of I2Recycle, will be making suggestions to the town on how to improve the program at the end of the year.

Conclusion:

Mr. Barnum made a motion to adjourn the meeting. Mr. McManus seconded the motion. The meeting adjourned at 11:30 am.

Respectfully submitted by P. Itkor