

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

## Communications Committee Meeting

### Minutes of Meeting

Monday, November 18, 2024 at 10:00 am • No Meeting in December

#### Attendees:

David Barnum  
Sherry Beck  
Steven McManus  
Tom Hoppin  
Barbara Conway

#### Guest:

Robert Lamb

#### Staff:

Pippi Itkor

Phoenix Smith  
Sue Henderson

James Daniel

#### Absent with Notice:

Louise Drueth

Mr. Barnum called the meeting to order at 10:00 am and welcomed guest Bob Lamb to the meeting. Due to busy holiday schedules, it was determined that the Communications Committee will not be meeting in December. The next meeting will be January 27, 2025.

#### Minutes

Ms. Itkor noted that Mr. Hoppin sent an amendment to the October 2024 minutes. The amendment was reviewed and accepted. Mr. Daniel made a motion to approve the October 2024 minutes. Ms. Conway seconded and the motion passed unanimously.

Mr. Barnum noted that the reaction to the November Plantation Living Newsletter was highly favorable and that we continue to move forward each month with presenting a more polished, professional publication that still maintains the spirit of the community.

#### Plantation Living

Ms. Itkor presented the advertising revenue report for Plantation Living. Ms. Itkor reported that in November, Plantation Living brought in \$18,834. The projected revenue for December is \$16,660. No notecards or books were sold in October.

Mr. Barnum presented his findings on the competitive ad rate comparison. In summation, compared to our local competitors, and given the quality and reach of our newsletter, our rates are competitive, weighing in as the second most cost-effective option in our local market. In the future, we will have room to raise our rates if we so desire. It was determined that the first goal will be to sunset the "legacy" rates and possibly institute a rate increase in 2026. Ms. Conway moved to approve this plan of action and Mr. Daniel seconded. The motion passed unanimously.

#### Old Business

- Note Cards – After reviewing Ms. Itkor's notecard design, the majority of the committee requested that the quotes be removed from the design. Once Ms. Itkor removes the quotes, the cards will be ordered and will go on sale on December 2<sup>nd</sup>.

### **New Business**

- Ms. Itkor announced that the launch of the fully dynamic digital newsletter was a success. It was demonstrated to the committee, and it received a positive review. Ms. Itkor explained that digital advertising would be a great perk for advertisers and encourage annual buys .

Mr. Kristian was out of town, so there were no updates from the general manager.

Conclusion:

Mr. Barnum made a motion to adjourn the meeting. Ms. Beck seconded the motion. The meeting adjourned at 10:51 am.

Respectfully submitted by P. Itkor