

**Hilton Head Plantation Property Owner's Association, Inc.**  
**Communications Committee Meeting**  
**Minutes of Meeting**  
**Tuesday, May 12, 2020**

Attendees: Ann Schwab, Chairperson  
Tim Henderson  
Margita Rockstroh  
Louise Dreuth  
Barbara Conway  
Leah Davis - Staff  
Peter Kristian - Staff

Absent with Notice:  
Heidi Huddleston  
Steve Large

Ms. Schwab called the meeting to order at 10:03 AM.

**Minutes**

Ms. Rockstroh made a motion to approve the January 2020 Minutes. Ms. Dreuth second, and the motion passed unanimously.

**Plantation Living**

Ms. Davis presented the advertising revenue report for all of 2020 so far. Our total advertising revenue for 2020 is \$65,915. This time last year our revenue was at \$72,725 showing a \$6,810 difference. Ms. Davis explained that many advertisers have put their advertisements on hold or canceled their ads due to the coronavirus pandemic. Overall the department is very happy with where ad sales are at considering the current situation.

**Old Business**

- Note Cards – Ms. Davis reported that 5 packs of notecards were sold at the POA Service center for \$10 each in April with a total of \$180 in note card sales for 2020.
- The History of HHP booklet – Ms. Davis reported that 1 book was sold during the month of April. In total the POA sold \$330 in booklet sales for 2020.

**New Business**

- Ms. Davis reported that an Instagram account has been created for the POA. We currently have 244 followers. We are using this social media platform to showcase neighborhood photography, push information in a timely manner, as well as use it for advertising opportunities. Right now we 'share' current advertisers post with our followers to allow extra eyes on their businesses. This feature is reserved for paying advertisers only at this time.
- Ms. Davis, Mr. Lindstrom, and Mr. Kristian are moving forward with the website update. The POA has signed a contract with Hazel Digital Media and hopes to begin the website

revamp sometime this summer. Once the process begins the staff will look to the communications committee for ideas and input. The process should take 10-12 weeks.

- Ms. Schwab noted that we will be revising the strategic plan this year. Mr. Heron will be attending the June meeting to go over this in more depth. Hard copies of the strategic plan were handed out at the meeting.
- Ms. Davis emailed the committee the guidelines and they are to review these at home.

### **Updates**

Mr. Kristian reported the following:

- Multiple areas of the POA will take a hit financially after the coronavirus pandemic. Some areas include advertising sales in Plantation Living, Spring Lake Tennis, building rentals, etc. Almost all 2020 assessments have been collected. Decals are still being sold at the POA Service Center.
- The staff is preparing for Kids Kamp, HHP Day, and the Caribbean Pool Party. We are hoping to still hold these programs and events.
- The Spring Lake Pool opening remains unknown at this time.
- Security officers and office staff continue to work through the pandemic.
- The Women's Club is holding a Food/Fund Drive to benefit The Deep Well on Tuesday, May 19 in the Plantation House parking lot from 9:00 AM – 2:00 PM.
- Improvements have been made to landscaping POA property, as well as improvements to the tennis facility.
- The Cypress remains on lockdown.
- The Easter Basket Delivery program, Drive-Thru Easter Egg Hunt, and Chalk The Walk events were very well received by the neighborhood.

### **Conclusion**

Ms. Rockstroh made a motion to adjourn the meeting. Mr. Henderson seconded the motion. The meeting adjourned at 11:00 AM.

### **Future meeting date:**

Tuesday, June 9, 2020 at the Plantation House

Submitted by L. Davis