

Posted 5-14-07 2:00PM  
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**TOWN OF KIAWAH ISLAND**

21 BEACHWALKER DRIVE • KIAWAH ISLAND, SC 29455 • (843) 768-9166 • FAX (843) 768-4764

William G. Wert, Mayor

**COMMUNICATIONS COMMITTEE MEETING  
TUESDAY MAY, 15 2007, 4:00 PM  
KIAWAH ISLAND MUNICIPAL CENTER  
1st FLOOR CONFERENCE ROOM**

Council Members  
Alan L. Burnaford  
Charles R. Lipuma  
Donald H. McIver, Jr.  
G. Steven Orban

Town Administrator  
Turniko Rucker

**AGENDA**

- I. Call to Order**
- II. FOIA:** Notice of this meeting has been published, posted and faxed in accordance with the Freedom of Information Act and the requirements of the Town of Kiawah Island.
- III. Roll Call**
- IV. Approval of Minutes:** Communication Committee Meeting Minutes
- V. Old Business:**
  - A. Website update
  - B. Town Notes/ Digest
  - C. Report on publishing Kiawah PO's contribution of time and money
- VI. New Business**
  - A. Any other Business
- VII. Citizens' Comments**
- VIII. Adjournment**



T O W N O F K I A W A H I S L A N D

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**Communications Committee Meeting  
Tuesday, May 15, 2007, 4:00 PM  
Kiawah Island Municipal Center  
2<sup>nd</sup> Floor Conference Room**

Town Administrator

Tumiko Rucker

Minutes

- I. **Call to Order:** Mr. Burnaford called the meeting to order at 4:00 PM.
- II. **FOIA:** Notice of this meeting has been published, posted and in accordance with the Freedom of Information Act and the requirements of the Town of Kiawah Island.
- III. **Roll Call**
- Present:** Alan Burnaford, Chairman  
Dr. Armand Glassman  
Lee Ann Taylor  
Kelly Bragg
- Also Present:  
Tumiko Rucker, Town Administrator  
Kathleen Chamberlain, Administrative Assistant  
Howard Stein, The Printing Group  
Tammy McAdory KICA  
Wendy Kulick
- Absent:** Lillian Hoopman  
Russell Crane

**IV. Minutes:**

Communication Committee Meeting Minutes for April 15, 2007.

Dr. Glassman moved to approve the minutes. Mrs. Bragg seconded the motion.

Mr. Burnaford had one correction and with that correction the minutes were approved as submitted.

**V. Old Business:**

**1) Town Notes:**

September is the target roll out date for the first combined edition of Town Notes into the Digest. The Digest is currently sent by 1<sup>st</sup> class mail instead of bulk mail, this will allow Town Notes to now reach more property owners since The Digest is mailed internationally as well as to all domestic property owners.

Mr. Stein suggested that we continue to keep the Digest and Town Notes distinguishable by using different colors, green and white for the Digest, and blue and white for Town Notes, and by use different fonts and style layouts for the columns, it should be no problem for property owners to make the distinction between the two publications.

Mr. Burnaford asked Mr. Stein if it would be a concern meeting the printer's deadline since the Digest sends articles as completed, and Town Notes is not sent to the printer until it is complete. Mr. Stein did not think that would be an issue since both papers are received at the Printing Group around the same time each month already.

Currently the Printing Group sends the Digest to a mailing house each month around the 24<sup>th</sup> or 25<sup>th</sup> to be mailed. Town Notes will be sent within the Digest.

Dr. Glassman asked how Town Notes would be inserted into the Digest considering that there will be a calendar as a 5<sup>th</sup> page? Mr. Stein said not to over simplify but it would be two flats and one ½ flat of paper equaling the five pages.

Mrs. Taylor asked if paper choice would have an effect on the price of from, a printing standpoint and a mailing standpoint? Does glossy or uncoated paper affect the cost?

Mrs. Rucker said that glossy paper looks more professional and is more consistent with the Digest.

Dr. Glassman said more investigation is needed on pricing since postal rates have increased. Is a new permit required to mail both publications together? He hopes to have answers to both questions at the June meeting.

A draft of both publications inserted together will be provided at the June meeting by the Printing Group.

Mr. Stein will bring his graphic specialist Steve Mifsud to the June 18<sup>th</sup> meeting.

**1a. Redesign of Town Notes:**

Mrs. Rucker passed out samples of the new design for Town Notes to committee members. It was decided unanimously that the sample #2 was the one to go with. It has a clean, crisp, updated look.

Mr. Burnaford said he was reluctant to change the font page heading of Town Notes since it had been the same way since the papers was first been published.

Mrs. Rucker said that since we are changing the look of Town Notes to mirror the Town of Kiawah Island's website the font page heading should also be changed. Everyone agreed that a cleaner crisper look along with the Town seal would make the paper look fresher.

Since we will have an extra page in town notes now that we are not mailing then. It was suggested that that space be used for article about philanthropy of Kiawah Island residents, reviews of Art Council performances, and wildlife and development.

**2) Website:**

VC3 is now our website provider. The home page now has more functional attachments, such as the Wildlife Gallery. Changes are still being made to improve the functionality and the look. The green and yellow boxes will be removed. Functions will be added to allow the purchase of business licenses, and on line trash complaints. Other functions will be the ability to pay for trash service on line and to monitor

**2) Volunteers and Philanthropy:**

Mrs. Taylor presented pictures and articles representing philanthropy of Kiawah Island residents to Mr. Burnaford to have published in the Post and Courier. Future articles should be funneled through Kathleen, to Mr. Burnaford for publication.

Mr. Burnaford invited Dr. Arthur Booth to attend the next County of Charleston meeting. Dr. Booth has written a letter to the County requesting assistance with funding for the Barrier Island Free Clinic. The new Free Clinic will be located in Main Road near St. Johns High School.

**VI. New Business:**

No new business was discussed.

**VII. Citizens Comments**

No comments.

**VIII. Adjournment:**

Dr. Glassman moved to adjourn; Mrs. Bragg seconded the motion. The meeting was adjourned at 5:20 PM.

Submitted by   
Kathleen Chamberlain

Approved by:   
Alan Burnaford, Chairman

cc: William G. Wert, Mayor  
Tumiko Rucker, Town Administrator  
Town Council