

Communications Workgroup 10/15/19 Notes

Introductions

A. Hurricane Dorian

- The Workgroup discussed communications during Hurricane Dorian
- Cathy – there was a lot of anxiety regarding this hurricane and it felt like the schedule of messages was too far apart
- Damage assessment language was too positive, the Town should remind residents that the damage assessment is only a windshield survey and damages may still be there when residents return
- The Workgroup also said there was confusion about getting back on the island

B. Short-Term Rentals Communication

- The Workgroup thought that there was not enough communication from the Town leading up to the draft of the STR ordinance
- Lack of communication made it seem sneaky
- The Workgroup thought there should have been more community dialogue leading up to the release of the draft ordinance
- The narrative around the ordinance needed more background and depth and the goals of the ordinance need to be published
- Cathy – Stephanie Tillerson's presentation bullet points were helpful and easy to understand
- The Workgroup wanted to see: more data, and a clearly designed enforcement plan

C. Bobcat Poisoning

- Stephanie B.E. informed the Workgroup about the bobcat that died from rat poison and asked how they would react to the news as residents
- The Workgroup said they would be upset and would want to know how they could help/solve the issue