

Communications Workgroup 2/24/21 Notes

Introductions

1. Review of Q1 Town Notes

- Cathy Pumphrey stated she thought Town Notes was good and she liked the court report, but she found the pet violations confusing. She suggested explaining how beach patrol and code enforcement issue warnings and citations for pet restraint violations.
- Bob Hill stated the Town Notes was excellent. He said some articles he read intently and others he skipped, so he thinks the quantity of articles is good because people will read what is interesting to them. Shauneen Hutchinson agreed.
- Cathy Pumphrey stated while using her iPad, she had trouble switching pages and zooming in and out.

2. Past Quarter E-Blast Communication

- Stephanie Braswell asked how the workgroup felt about the recent volume of e-blasts
- Cathy Pumphrey said the e-blast level was fine, but she would like to hear follow-up on an island vaccine clinic.
- Bob Hill stated the Town might consider providing an update on vaccine availability and locations. Cathy Pumphrey stated she didn't know how the Town would put out something up to date. Bob Hill agreed and said adding a list of resources to the e-blast would be good.
- Cathy Pumphrey stated when she looked at the Town's meeting calendar it seemed like meetings were falling off the calendar on the day-of.
- Cathy Pumphrey said the people on the far side of the Ways & Means meeting were difficult to hear. She also stated the viewers cannot see the presentations.

3. COVID Communications

- Covered above

4. Website Redesign

- Stephanie Braswell updated the workgroup on the proposal she received from Stitch Design Co. to consult on the Town's branding
- Cathy Pumphrey stated the logo Stitch designed for KICA didn't transition well to certain uses like the vehicles.

Members Comments:

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- Stephanie Braswell asked the Communications Workgroup if they still felt the Town should not post on iKiawah
 - Shauneen Hutchinson stated she agreed with Stephanie's statement that iKiawah is a resident forum and the Town should refrain from posting on it.
 - Cathy Pumphrey agreed the Town should not regularly disseminate information there. However, if in the course of monitoring Stephanie sees something important that can be quickly clarified, that would be helpful.
 - Bob Hill agreed that important clarifications would be good when necessary. He stated the Town should be selectively reactive on the platform, not proactive.