

Communications Workgroup 4/16/19 Notes

Introductions

A. Town Notes

- New printer mailed most recent Town Notes
- The paper used was incorrect
- Next quarter, invite recipients to request digital only copies

B. Native Plant Database/ Grow Native

- Grow Native Plant Database is live
- Workgroup suggested emphasizing/explaining the importance of Native Plants more
- The Town will be promoting the database at the Earth Day event with the Kiawah Conservancy

C. Town App

- The Workgroup reviewed the design of the Town's app
- Suggestions made: visitor or resident path, moving places to eat before places to stay, "where am I?" locator, move contact to front page
- Discussed bundling the most used categories into a popular/daily 5/fast five section

D. Development Edition of Town Notes

- Stephanie B.E. went over the outline for a development edition of town notes and a possible Q&A event to coincide with it
- The Workgroup talked about the questions residents most want answered: How does this fit with the Kiawah brand? Who is moving the brand forward? Why can't the Town stop the development?
- Specific areas in question: The Spit, Oyster Rake, West Beach