

THE SOUTH AMELIA ISLAND SHORE STABILIZATION ASSOCIATION, INC.
COMMUNICATIONS COMMITTEE MEETING
June 25, 2019

A Communications Committee Meeting of the South Amelia Island Shore Stabilization Association, Inc. (SAISSA) was held this date in the Amelia Island Management Conference Room, Amelia Island, FL.

BOARD MEMBERS PRESENT

Drew Wallace, President
Peter Kelly, Vice President
George de Tarnowsky, Secretary
Mary Axtell

GUEST

Chris Cates, Board Member

AMELIA ISLAND MANAGEMENT

Nick Lambiase, Jr., Director
Jane Kalem, Executive Assistant

CONSULTANTS PRESENT

Bill Moore, William R. Moore Consulting

CALL TO ORDER/ROLL CALL

There were five (5) committee members present in person or by phone, which represented a quorum. Mary Axtell called the meeting to order at 2:04p.m. and welcomed everyone in attendance.

APPROVAL OF MINUTES

Mary Axtell called for approval of the draft minutes from the May 3, 2019 Communications Committee meeting with a few amendments (these changes were made to the May 3, 2019 minutes).

George deTarnowsky moved to approve the minutes of the May 3, 2019 Communications Committee meeting, as amended; Drew Wallace seconded and the motion passed unanimously.

Mary Axetell stated that as a new SAISSA Board member that she has realized how much technical, financial and political work goes into making SAISSA successful. Discussion ensued regarding how to step up the communication processes in order to help the owners understand what SAISSA does without overwhelming them with too much detail.

COMMUNICATION CONCERNS OF BOARD MEMBER CHRIS CATES

Chris Cates stated that one area of SAISSA is to educate the owners about beach renourishment that is honest, balanced and transparent and present the facts straightforwardly and effectively, so they have the information needed to make their decision. Discussion ensued as to how the Communications Committee should proceed.

The Committee decided to work on the graphic that has been included and distributed in the past to achieve a solution and also work on the Frequently Asked Questions document.

REVIEW OF DRAFT PRESIDENT'S LETTER

President Wallace recommended that the President's letter be reviewed by the Communications Committee which has not been done in past years. The Committee reviewed several items and made some changes to the letter.

Mary Axetell explained that a schedule will be drafted outlining when each of the communications will be disseminated and what resources can be utilized. Mary will edit the letter and present to the Committee before sending out to the owners.

REVIEW OF UPDATES TO DRAFT SAISSA BACKGROUND PIECE

Mary Axetell explained that the background piece has been reviewed and is intended to be a standalone document. The Committee made some recommendations which will be incorporated into the document and the formatting will also be determined, then emailed to the Committee for final review. Discussion ensued regarding changes to a few items such as:

- the owners signing a petition in support of funding
- the affirmative approval of a majority (more than 50%) of property owners is required
- following County approval, the assessment is then sent to all property owners
- what is SAISS MSBU (a quasi-governmental oversight body)
- funding for each renourishment
- 2021 renourishment
- clarification of the cost of renourishment, total amount of assessment and what will be reimbursed and what is secured by the County
- next steps

UPGRADE OF SAISSA WEBSITE

Mary Axetell stated that the SAISSA website is in need of revamping and will be a standalone website and not hosted by the current web company in order to have infinite flexibility with the organization of the SAISSA information. Bill Moore recommended contacting Stan Cotler again for his insight and direction, and then the services of Amelia Hart will be utilized for rebuilding a new website. This will be a focus at the next committee meeting.

OTHER BUSINESS NOT ON AGENDA

Discussion ensued regarding future committee meetings on a monthly basis. The fourth Wednesday of each month is available for the AIM conference room, except August, November and December. These dates will be adjusted going forward. July 24 is the next meeting at 2:00p.m.

ADJOURNMENT

There being no further business, Mary Axetell called for the meeting to be adjourned.

George deTarnowsky moved to adjourn the meeting; Drew Wallace seconded, and the meeting was adjourned at 4:00p.m.

Respectfully submitted,

Mary Axetell

Mary Axetell, Chair
Communications Committee
MA/jk

Attachments