

THE SOUTH AMELIA ISLAND SHORE STABILIZATION ASSOCIATION, INC.
COMMUNICATIONS COMMITTEE MEETING
July 24, 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

Mary Axetell, Committee Chair
Drew Wallace, President
George deTarnowsky, Secretary

AMELIA ISLAND MANAGEMENT

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

GUEST

None

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 Axetell called the meeting to order at 2:12p.m. and welcomed everyone in attendance.

APPROVAL OF MINUTES

Mary Axetell called for approval of the draft minutes from the June 25, 2019 Communications Committee meeting with a few amendments.

George deTarnowsky moved to approve the minutes of the June 25, 2019 Communications Committee meeting; Drew Wallace seconded, and the motion passed unanimously.

DISCUSSION OF UPDATES TO DRAFT SAISSA BACKGROUND INFORMATION PIECE

Mary Axetell explained that the plan is to get the background information piece completed. Suggestions were incorporated into the draft and the Committee reviewed the changes.

George deTarnowsky moved to approve the SAISSA background information piece, as amended; Drew Wallace seconded, and the motion passed unanimously.

The next step is to have a last review and finalized for distribution as a link on the AIPCA website, then send to all the Board members, the Sanctuary owners, and the Residence and Retreat owners. Also, hard copies will be placed in the AIM and Castle offices.

SAISSA WEBSITE MEETING WITH BEN GUMZ

Bill Moore reported that he, Nick Lambiase and Jane Kalem had a conference call with Ben Gumz, the webmaster, with the objective to discuss options for a new website due to the current website being discontinued and the need to have all the information moved to a new site by September 30, 2019. All the functionality will be the same, but with a little different look. Discussion ensued regarding adding a Google Earth map feature, a KMZ program and additional pages for more/different information.

DISCUSSION OF DRAFT COMMUNICATION PLAN

Mary Axetell explained that the communication plan is a comprehensive set of informational communications and presentations that will provide accurate, fact-based, timely information about what SAISSA does, why, when and how it is done. The communication plan will use a variety of vehicles

designed to provide information to residents and non-residents with printed communications, live presentations and in question and answer formats. Discussion ensued regarding the schedule.

The Committee will focus on a short-term schedule for the next 6 months, targeting the end of March as a formal target date and get volunteers to do specific tasks.

Discussion ensued regarding the costs of some of the scheduled items.

OTHER BUSINESS NOT ON AGENDA

None

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