



**Communications Committee
Annual Report to POA Board
March 17, 2017**

External Communications

1. With the forecast for 75% of all internet traffic coming thru mobile devices, we are focusing our marketing efforts there. The Dewees App is progressing through development and can be accessed and used for many island purposes. Using geolocators, the app can send messages to help you understand where you are and get pertinent information: at the crab dock—open for fishing. You can call the ferry. It has relevant information for owners, visitors and guests like tides, weather, Field Guides. Free for the download!
2. From our Planning Session in January, we are favorably looking at joining the Charleston Visitors Bureau, primarily for the exposure we will receive through their mega internet marketing. Negotiations for bringing Dewees on line will determine the outcome. This too meets our goal for mobile marketing.
3. As always, we depend on our owners who are savvy with all social media venues to send beautiful pictures, happy experiences that tell the story of Dewees as a unique, pristine beach experience. Weather on channel 2 uses our sunsets regularly.
4. The Dewees Experience Charitable Auctions continue to grow in prominence. Spoleto on line and live formats; Audubon; Natural Marine Educators Assoc; Hollings Cancer Center from MUSC; Charleston Stage on line auction; Local First; owner sponsored auctions also have found a niche: You pay for the weekend—have a tax write off for a donation to charity of your choice. We have enjoyed having the auction winners on island, experiencing Dewees for the first time.
5. It is still important to see Dewees and its people in print. SIP Magazine, uniquely published for the barrier islands, has included feature stories in each of its issues and will again in the upcoming Spring publication. To compliment the feature, we will purchase an ad in this local magazine that is widely distributed through the greater Charleston area. Published by Dewees owner, Lynn Pierotti, also publishes The Island Eye News. We often have articles in that monthly newspaper. This is an opportunity for would-be news reporters to submit your stories!
6. And to share a secret! Only you and everyone who follows Mary Alice Monroe on Facebook, are the first to know that she plans a new series of children's books that take place on Dewees! She is spending time visiting, getting to know the community and looking for porches from which to write. All good fun.

Internal Communications

1. The 2017 *Owners Guide* will be available at the Annual Meeting. Updated from 2016 with new pictures, current articles. Everything you need to know about life on Dewees is there. We are especially proud of the section on understanding Dewees finances. A very readable explanation including a pie chart that lets you see graphically how your dues dollars are spent. Each house or lot will be provided a complimentary copy. They will be available for sale if you wish to have more than one.
2. Dewees Owners Group on Facebook **continues to** provide a quick, responsive, helpful sharing of information to any owner who chooses to join. 60 plus owners have already signed into this group.
3. The new Checklist for Managing Construction on Dewees is published in the Owners Guide for reference as owners begin to think about building.
4. Nights on Dewees: Many of our Lot owners choose these beautiful days and cool nights to take advantage of their complimentary Huyler House rooms. We began this program in 2012, with the grand hope that it would be effective in drawing lot owners back to Dewees to renew their commitment to the island. It has worked as the benefit to Lot owners that we anticipated with a delightful and convenient way to use the island, several have removed their lots from the market, The rooms are free to lot owners for the cost of cleaning and admin charge. A win/win for all.
5. We have continued to improve island procedures to welcome New Owners and helping them assimilate into the culture of Dewees. From the time a property goes under contract through closing and beyond, the system is in place to provide printed materials, personal contact, governing documents. New this year is a featured Welcome New Owners with pictures and short bio information so that we can recognize and reach out to the newest owners.

Real Estate Up Date since January 15, 2017

Closed Sales

Lot 1B DI - Seller: Moser Buyer: Chip and Stephanie Cooker
House on Lot 33 - Seller: Orr/Errington Buyer: Michael & Jeffifer Lau
House on Lot 4 - Seller: Fink, et al Buyer: Ashley Capps & Birgit Clark
Lot 45 - Seller - Steverlynch Buyer: LLC

Pending Sales

House on Lot 110 -- Seller: Hoover
House on Lot 21 -- Seller: Jarrett

Communications Committee:

Anne Anderson - Chair

Bill Duncan, Judy Fairchild, Reggie Fairchild, Betty Yearout, Tim Zitzman, Consultant