



**Communications Committee  
Report to POA Board  
January 21, 2017**

**Committee Planning Session**

We will be holding our Annual Planning session on Friday, Jan 20<sup>th</sup> at 2:30 to discuss priorities: for Marketing the island; Determining Target Markets; Outreach to our Owners; Best promotional use of Dewees Assets; Internal Communications in written materials, Evaluation of Website. Verbal Report of that meeting will be given at Board Meeting.

**External Communications**

An exciting growth area for Dewees Communications is the work that owners and committees have become aware of the importance of telling the story of Dewees in many individual ways. We are gathering all these out reaches under the umbrella of Communications regardless of who has taken the initiative to provide the information. In that sense, we serve as a resource of record for much of the work that is being done.

1. The excitement created by the Eclipse path exiting the US at Charleston, has already reserved every room in the Huyler House and most rental houses. We are tagging into the national interest by finding ways to draw attention to Dewees through social media.
2. The Dewees Experience (3 days and 2 nights in the Huyler House) will again be donated to:
  - A. The Spoleto Festival Live Internet Auction reaches international patrons. The Auction is in February. This donations support student Symphony Orchestra scholarships and grants for the Festival.
  - B. New this year, we are extending the same donation to the Charleston Stage online Auction to support the outreach to community schools to provide matinee attendance for their play productions to 72 classrooms of children.
3. Print media
  - A. Peter Cotton and Fred was featured in the Mount Pleasant Magazine in a colorful several page spread.
  - B. The latest edition of the Island Eye News featured The Dewees Island Arts Council, our permanent exhibits including our newest quilt by Brucie Harry. Also a picture and report of Judy Fairchild's participation in Bird banding at Fort Mountrie.
4. Chanel 5 News gave great coverage @ the 5 and 11 pm weather report during the cold of a photograph taken by Reggie Fairchild.
5. Corporate Retreat for CB Concrete Company sponsored by William Robinson is to be held first week in February..
6. Audubon Interest
7. Davidson College collaboration with Cornell University on Tree Swallow Research on Dewees
8. 7 day Photography workshop brought to Dewees by Kelly Culpepper of Charlotte. This is the third time he has used our island for his professional students.
9. The continual Blogs, and Facebook pages of our owners , their children and grandchildren, tell the story of Dewees every day with smiles and good humor. Judy Fairchild continues to keep all things Dewees active throughout media outlets.

**Internal Communications**

1. We hope you have added the Dewees Island App to your mobile phones and iPads. It gives easy access to calling the ferry, identifying by GPS where you are on island and describing something about the area, makes rental reservations, gives access to what's for sale on the island, spells out the rules we and our guests need to know and more. Try it for yourself and your family!

2.

**Real Estate Report:**

We have one house under construction on Lot 127 and Lot 118 received Charleston County permitting Monday and the surveyor has marked the pilings locations. The ARB has a submittal for upcoming for Lot 113. Plus Lot 10 is in process with an addition. Lots of activity on Dewees. Prospects come daily. You see results below!

Pending Sales:

Lot 1B - Seller, Moser

Lot 72 - Seller - Lawson

House on Lot 4 – Fink, Williams, Kiggins, Miller

Lot 45 – Seller - Steverlynck