



## POA Board Meeting May 21, 2016 Communications Committee Report

### I. Internal Communications

#### A. An outline of **procedures that help welcome new owners to Dewees:**

Recently, we have added several new pieces to the process of helping purchasers become acclimated as new owners on Dewees.

1. **(new)** When a property goes under contract, a letter will be emailed from the Realtor, giving staff names and contact information that the potential buyers may need prior to closing.
2. **(new)** The closing attorney receives a letter from the POA, along with a copy of the Restated Covenants, By-Laws and ARB Guidelines, to be included with the closing documents, for acknowledging receipt of the Governing Documents and stating that buyers have read said documents.
3. **(new)** We will provide the Realtor a copy of the new Buyers' Guide to be given to purchaser at closing. It is a reference guide that includes, in pictures and script, all the pieces of living on the island. Detail and specific, contact information for staff are included and refers to Deweesislandsc.com for current, ongoing information.
4. As soon as there is notification that the property has closed, Barbara Mack writes a handwritten, personal note welcoming Buyers as owners and offering to answer questions or mentor in any way. If house purchasers, she drops by with a house warming gift as another personal touch.
5. **(new)** As an introduction to the Dewees Community, there will be a snapshot of the new owners on the website, on the electronic bulletin boards on the Islander and now in the loading area at the IOP marina, and spotlighted on the Dewees Owners Group on Facebook.
6. A printed list of new owners is posted on a bulletin board in the Huyler House.
7. Members of the Communication Committee and the Social Committee take a personal interest in inviting new owners to Happy Hour, Wednesday coffees and other events.
8. Owners who buy through the Realtor network come into the Dewees membership with good preparation and education about the Island. Those who buy through auctions or bank foreclosure provide more challenge in developing educated owners. Communications provides the same outreach and educational services; however, the learning curve can be slower for these owners.

#### B. **Deweesislandsc.com** continues to add features and informative posts.

1. The latest is The Week's Activities box (or widget) on the Home page so that Social Committee or other programs are immediately visible in addition to the Dewees Activity Calendar.
2. After exhausting efforts to work within the original software for owner contacts, we have hired technical support to complete this final phase.

#### C. **Deweese Owners Group on Facebook.**

We offer thanks to Lisa Remley for suggesting an owners group be opened. The group is formed, active and provides a quick, responsive, helpful sharing of information to any owner who chooses to join. 60 plus owners have already signed into this group.

### II. External Communications

#### A. **Reference Guides** for living on Dewees have been published and distributed:

In addition to the Owners' Guide published by the POA, a Visitors/Renters' Guide provided by Dewees Rentals and The Real Estate Guide provided by Judy Fairchild, complete a broad base of excellent educational materials for all categories of people who come to the island.

#### B. **Media Coverage**

1. Channel 2 News continues to show weather photos sent from Reggie Fairchild with credits to Reggie and mentioning Dewees. We continue to get a steady stream of re-tweets of Dewees

photos and videos by the 3 Channel 2 News weather guys -- Rob Fowler, Josh Marthers, and Kyle Dennis.

**C. Print Advertising – Visibility in the Greater Charleston Community**

1. SIP magazine – annual upscale marketing publication focuses on Mt. Pleasant, Sullivan’s, IOP and Dewees - distributed locally thru real estate companies, doctors offices. 2 Feature articles on Dewees written by their staff writers and two smaller ads located in separate places within magazine to compliment that exposure.
2. Identification ad on local, laminated Map of IOP showing Dewees Marina location. Distributed through out island hotels, real estate offices

**III. Promoting Dewees through use of our Island assets**

**A. LEAF festival in Asheville**

Sponsorship of Spring and Fall multi-art venue of 4 days per festival. Dewees Banner displayed, 10,000 visitors, ad in printed, hand out programs and in quarterly email News Letters. LEAF also has an international program supporting art programs in 4 schools. Dewees bartered all costs for sponsorship with days on Dewees used for Executive Staff retreat.

**B. Huyler House Auction Packages**

1. Spoleto annual Fundraiser. Dewees is featured both on the major internet auction which has international participation and the live auction in Charleston. Our package was purchased by a local couple and will be on island July 10 & 11. This is the 7<sup>th</sup> year we have participated.
2. Another repeat auction donation is for the Hollings Center Cancer benefit held in the Sanctuary on Kiawah Island. This is a live auction with Dewees exposure to patrons from our target marketing area.

**Real Estate Report:** March 19, 2016 to May 20, 2016

Closed Sales

House on Lot 126 – seller Ken Tarlton                      Lori and Keith McDaniel - Buyers

Pending Sales

Lot 76 - seller - Dewhurst    Buyer anticipates permanent residence

Anne Anderson, Chair  
Judy Fairchild, Reggie Fairchild, Barbara Mack, Betty Yearout

**Dewees Well Positioned in Trending Real Estate Markets  
Luxury-Home Developers’ Latest Pitch: Unspoiled Nature**

<http://www.wsj.com/articles/luxury-home-developers-latest-pitch-unspoiled-nature-1446734336>

“A growing number of high-end home communities are being built around large nature preserves. Nature preserves are also replacing the amenity that used to serve as the hub for many luxury developments: [the sprawling golf course](#). “

Take a few minutes to read this very interesting report. Shows that Dewees has truly been a leader in a movement that is coming to the forefront today. We will be using the “buzz words” in our online writings in order to tag into the connecting articles.