



Communications Committee

Report to POA Board

November 19, 2016

External Communications:

1. With the forecast for 75% of all internet traffic coming through mobile devices internationally next year, we will see 60% of all global new mobile advertising to go with the move to mobile. Rapid change always challenges us to grow to be competitive. One of the long term goals from the Board's Visioning Retreat is to develop a comprehensive marketing plan. We may need to move that to a short term goal!

2. With that in mind, it is very exciting to see that Judy Fairchild has a Mobile App active in the beta stage. The app is designed to provide relevant information to owners, visitors, and guests. Using geolocators, the app can send messages to help you understand where you are (crabbing dock) and pertinent information (closed when alligator present). You can call for the ferry or public safety from the app! Renter and visitor orientation is included, as well as information on buying or renting on island. Tides, Weather, and Field Guide are also there.

Our Communications budget has not had funding for the luxury of an app. Thanks Judy for making a tool that works for you and allows us to tap into it.

3. Continue to have our faithful photographers send sunset photographs to the TV stations which are picked up and credited on the evening weather reports. This week Reggie Fairchild's "Red Sky" attracted much attention and many hits.

4. The Dewees Experience Charitable Auction Items: with cooler weather, we are seeing the winners from several Charitable auctions visit Dewees: From Asheville, from Vermont (Audubon Executive). And others

5. Corporate Retreats: LEAF, International, a major arts festival held in Asheville 3 times a year and an international division that sponsors teachers in several countries, holds a long range planning session on Dewees each year in late fall. Their 14 member Board and support staff were on island the 2nd week of November. Returning in December will be a photography workshop; Waterkeepers and Audubon Society are scheduled for Executive Retreats in the spring.

Internal Communication's

1. Our Accounting Department has caught up with the electronic/mobile world. You will have noticed that your November DUC utility bill came by email and can be paid on line. As quickly as Chris Dugan can finalize the organization of the various POA billings, they too will be on line.
2. Reggie and Judy, with the help of Bill Easterlin, have taken the initiative to design and publish a very readable explanation of the Financials for Dewees Island. Clear explanation of POA and DUC operation, responsibilities and 2017 Fiscal Year numbers included with beautiful photographs of the island. The brochure will be available to all owners at the POA annual meeting and is to be used to help prospective purchasers easily understand the finance aspect of operating Dewees.
3. Nights on Dewees: We are also seeing many our Lot owners choose these beautiful days and cool nights to take advantage of their Nights on Dewees. 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 as they enjoyed the beauty and became reacquainted with other owners. It has worked as the benefit to Lot owners that we anticipated. Throughout the year, they come and stay in the Huyler House. 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.

Real Estate Report:

For Sale:

House on Lot 80 - Baker Family, seller

Solds:

Lot 128 ---Naramore, seller Phillips, buyer ¼ share

Lot 78 ---Bakers, seller ----Barkers , buyers

Lot 49 – Ruban, seller

Anne Anderson, Chair

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