



Communications Committee Report to POA Board Meeting January 16, 2016

Promoting Dewees in Strategic Markets:I

I. Upcoming events which will bring to the island individuals that fit the profile for our marketing.

A. The Brass Quartet of the Charleston Symphony Orchestra will perform on Sunday, February 14th at a catered Brunch in the Huyler House. The second year they have chosen Dewees as a performance venue, we have an opportunity to showcase the best of Dewees: unspoiled nature. Open to owners, your friends and guests and patrons of the Symphony. The cost is \$80 per person. Please consider sharing this delightful event with your Valentine.

B. Kelly Cullpepper, a prominent professional photographer out of Charlotte, is developing 2 photography workshops to be held on Dewees. He has a large following of students for which Dewees' low country nature provides a new venue to shoot. There will be a 4 day/4 night class and a 2 day/2 night weekend class. It will be open to all interested photographers. A wonderful promotion for Dewees through his invitation lists. Kelly's Blog and extended photography interest. Dates and prices to be determined.

II. Spoleto Festival Auction - We will place a weekend **Deweese Experience** in the Spoleto on line auction beginning February 15th. Nationally promoted, the scope of this auction has grown over the years we have been participants. 3 night stay in the Huyler House with nature tour, etc. This requested item sells well and brings interesting guests to us.

III. Guidelines for Living on Dewees are now ready for the Board's preview. With the number of new owners purchasing lots through foreclosure and tax auctions, we find a strong need for practical, helpful information for the simple things that we do every day which are particular to Dewees. The final draft of *The Owners' Guide*, second in the series that Judy volunteered to design and produce, will be available at the Jan 16th Board Meeting. We saw *the Real Estate Guide* at our last Board meeting. The *Visitors/Renters Guide* will be the third and final book. This is a tremendous commitment on Judy's part to prepare these How To booklets for reference and resource materials for living and enjoying Dewees. We and the staff are coordinating to make certain contact information and policies are current and accurate. Communications plans to have The Owners' Guide available as a hand out at the Annual Meeting. Extra copies available for sale.

Real Estate Report

Sales:

House on Lot 20 - Jeff Deal, seller Jim & Marcia Decker, buyers (also own Lot 69)

Lot 22 - Hines/ Pettus, seller Dr. Joe Gillespie, buyer

Lot 87 - Bank Foreclosure, seller Guido Evangelista, buyer

Pending:

Lot 3DI - sold at tax auction - year for seller to redeem