



Communications Committee Report POA Board Meeting March 23, 2018

Dewees is making inroads into public awareness: Communications has been able to capitalize during the past months, on much effort within the greater community of Charleston. Through contacts made with our Lake Timicau Project partners, personal involvement from our committee members and other owners, our continuing recognition in donating Huyler House auction packages and through social media posted by many, many of our Dewees community.

I. External Communications:

1. Audubon Bird Friendly Community Recognition: This event kicked off a new era of higher level partnerships with Audubon, recognizing our efforts to make Dewees Island great bird habitat, including the Lake Timicau Restoration Project. Subsequent programs with Audubon (bird banding demo and advocacy training, and an upcoming private event to tour Biedler Forest-thanks to Cory McIntyre, ongoing painted bunting research) are scheduled.
2. Inclusion in the Cape Romain WHSRN (World Heritage Shorebird Reserve Network) site, now designated to be of Hemispheric significance. Their newly printed maps name Dewees Island and Big Hill Island! Judy and Lori met with the team from Manumet and Cape Romain, and DNR will be publicizing this later. Judy also went to Panama with SC Audubon to check out another WHSRN site and will be doing video and info to support that.
3. Dewees Island Rentals now integrated into Dunes Properties Rentals
This puts the entire dunes vacation rental marketing team behind publicizing rentals on the island. Reservations for summer are actually up for this point in the year, which supports higher rental prices, which is actually good for both our budget and the island in general. Dunes Properties marketing team for both real estate and rentals just had a family work retreat on the island, publicizing us to a network of 20,000 people with hundreds high end photos of the participants enjoying the island: yoga on the beach, bird banding, canoeing, enjoying sunsets, etc. They also shot some video with Keen Eye Marketing for publication in various media.
3. Article in SIP Magazine
Stratton Lawrence and Hunter McRae came out here to stay in a suite and write a multipage story on the Lake Timicau Restoration project which will be in the next issue of SIP magazine, we retained editorial rights! SIP is the local magazine distributed among owners and businesses on IOP, Sullivans Island, Dewees Island. This article will be supported by Communications purchasing a half-page ad focused on The Year of the Bird and bird friendly communities.
5. Carey Sullivan joined the Communications Committee recently as press secretary. Carey's first press release got the attention of the Moultrie News. They have requested to schedule a tour of Dewees. The Mount Pleasant Magazine has already visited the island. Thanks Carey!

6. Regular photos on the News. Reggie and Judy regularly send sunrise/nature/weather photos to the news 2 weather team, garnering us several specific on-air mentions of Dewees.

7. [Featured in article by Stephanie Hunt for Town Carolina Magazine.](#)

8. News story of first day of school with 8 kids taking ferry ran at 5:00, 6:00 and 11:00 news. [News 2 Covers Start of Dewees School Year: 8 kids on the ferry this year](#)

9. Featured in this blog by Kristen Walker: <http://charlestoninsideout.net/2017/08/17/dewees-island-charlestons-magical-place/>

10. Mary Alice Monroe, our local best selling author, has a newly published that was mentioned in the *New York Times*. This book features the turtle team; male lead character lives on Dewees, takes ferry to restaurants and activities on IOP. Release date 5/22/18. This is fifth book in the series; the first will be a Hallmark movie starring Andie McDowell airing on 4/28. The fourth book, Beach House for Rent, will be released as a paperback this month.

II. Internal Communications:

3rd Edition of the Dewees Owners Guide to be distributed during the Annual Meeting.

68 page handbook with photos from many of the events and seasons from 2017-18.

A delightful pictorial presentation of how to manage life on Dewees and how to enjoy daily life on Dewees.

III. Real Estate Report

To be given orally during the Board Meeting

We are deeply indebted to Judy Fairchild for her continual commitment to give freely of her time, energy and talents to provide marketing materials and outreach into the greater community of Charleston. Thank you.

Communications Committee:

Anne Anderson, Judy Fairchild, Reggie Fairchild, Barbara Mack, Cary Sullivan, Betty Yearout, Tim Zitzman, Consultant