



## **Communications Committee Report**

### **POA Board Meeting, November 18, 2017**

Communications held a Planning Session on Oct. 24, 2017, refocusing our efforts

I. Communications recommends that the Nights on Dewees policy be clarified and reaffirmed as a benefit available to all vacant Lot owners to provide and encourage these owners to enjoy staying in the Huyler House thus reconnecting to the Dewees community.

2. Communications recommends that each established Committee have at its disposal, 5 complimentary Huyler House nights to complement their visiting speakers, artists, research scientists or others involved in presenting programs to the community.

### 3. Marketing

Communications made the decision that our major effort of outreach for visibility in the community is to join the Charleston Area Convention and Visitors Bureau. Not only does this provide rack space to expose Dewees Island through our Huyler House rentals but positions us within the huge network of social media and internet presence.

The majority of our limited budget will be focused here.

We will reserve sufficient funds to be able to support print ads in publications that have feature articles about Dewees.

4. We will continue our focus on outreach to like-minded organizations and business retreats through offering meeting space in the Huyler House and the most successful Experience Dewees stays in the Huyler House suits.

5. In order to support the real estate market on Dewees, the 2 Complimentary Ferry Passes promotion has been extended to any owner who purchases and closes a vacant lot by December 31, 2017, The passes are for the owner and spouse (or partner) and their children. Passes are non-transferable to other visitors, contractors and may not be used with any rental clients.

### Communications Committee

Anne Anderson, Betty Yearout, Barbara Mack, Judy Fairchild, Reggie Fairchild, Tim Zitzman, consultant.