

Community Service Associates, Inc.
Minutes of February 26, 2008 Board Meeting

President Jinkins called the February meeting of the CSA Board of Directors to order at 3:00 p.m., in the CSA Conference Room.

1. Roll Call

Present:	Audrey King	Bob Hattersley	Pat Jinkins
	George Minot	Kathy Carter	John Mclauchlin
	Don Carlson	Mike Lawrence	Steve Birdwell
	Norman Harberger	Bob Sowers	Cary Corbitt
	Mike Hellman	Mark King	
Absent:	John Trunck	Bob Gossett	Paul Aikman
Staff:	Cary Kelley	William Leitner	Jeanne Pearse

2. Approval of the Meeting Minutes

Board members reviewed the January 22, 2008, meeting minutes. A motion was made by Mr. Minot and seconded by Mr. Hellman to approve the minutes as amended. The motion was unanimously passed.

Board members then reviewed the February 8, 2008, meeting minutes. Mr. Minot made a motion to approve the minutes as submitted. The motion was seconded by Mrs. King and was unanimously passed.

3. Report of the Executive Vice President - Cary Kelley

a. **CSA Community Center** – Mr. Kelley reported that Lynn Taylor has agreed to coordinate the lecture series at the Community Center. Lectures have been booked for the Spring, and all are consistent with the preferences expressed in the property owner survey. A count will be kept on lecture attendance and will be reported to the Board.

b. **Communications Update** – Mr. Kelley’s first “Coffee with Cary” session will be held on Wednesday, March 5th at the Sea Pines Community Center from 9-10 a.m. It was announced in the Community Newsletter and will also be posted on the sandwich boards at both gates. These meetings are intended to provide an informal means of communications between property owners and Mr. Kelley.

The CSA website has received over 1,000 hits. In February, 45 e-mail requests were received. The TV channel is operational and continues to be updated.

4. Finances

a. **January Financial Statements** - The Board reviewed the current financial statements. The overall financial position remains favorable. Mr. King asked Mr. Leitner for a year-to-year comparison of the Pelican Decal sales figures.

b. **Request for Approval of the Proposed CSA Financial Policy** – A copy of the updated Financial Policies Manual was included in the prior month’s Board package. Mr. Minot said the manual describes existing policies and procedures. He asked board members for suggestions and comments. Mr. Hellman made a motion to approve the financial policy as submitted. The motion was seconded by Mr. Harberger. Mr. Mclauchlin said he had some changes to suggest under the taxation and infrastructure section. The board decided to defer action on the manual until those suggestions have been considered and any resulting changes have been incorporated in the manual.

5. **Discussion Topics**

a. **Reserve Task Force Update** – Mr. Mclauchlin had two requests, come up with a marketing plan and a list of key questions and answers to promote the 2 part Reserve Fund Plan which consisted of a transfer fee and a surcharge on assessments. A lengthy discussion was held and the board decided two phases were needed, communication to the property owners and a marketing plan.

Mr. Carlson recommended getting professional help for the communications and marketing process. Mr. Minot disagreed, but most Board members felt professional advice would help assure a simple and effective presentation of the case for infrastructure funding. Funding for the covenant revisions is provided in the 2008 budget precisely for this reason. It was agreed that Mr. Kelley should be the main contact for questions or press inquiries. It was further agreed that once final decisions have been made on the details of the infrastructure funding plan, attorney Bill Smoot should draft the wording of the referendum.

Mr. Carlson made a motion to hire a marketing firm, at a cost not to exceed \$7,500, to provide professional support for the marketing of the infrastructure funding plan. The motion was seconded by Mr. King and was unanimously passed.

Mr. Lawrence remarked that we must consider ways of communicating with the 65% of the property owners who do not live here. They are not reached by means of open meetings. It was agreed that focus groups should include persons such as rental agents and property managers who have regular contact with non-resident property owners. Other suggested focus groups include POA Presidents, former directors of ASPPPO & Sea Pines Associates, the Board of the CCPOA, concerned persons heavily involved in ASPPPO, and a representative group of typical, grass roots property owners.

The Infrastructure Inventory Summary was discussed. Mr. Hellman made a motion to post the Infrastructure Inventory Summary on the website. Mr. Hattersley seconded the motion and it was unanimously passed.

Discussion was held on the Q&A sheet included in the Board package. It was the sense of the Board that Questions 1-9 could be distributed at the upcoming ASPPPO open meeting.

b. **Greenwood Drive Rumble Strips** – CSA and some Board members have received complaints since the rumble strips were installed. A lengthy discussion was held as to whether the rumble strips had been shown to be accomplishing the purpose for which

they had been installed. Mr. Lawrence then made a motion to remove the rumble strips from Greenwood Drive. The motion was seconded by Mr. King, and passed by a vote of 10-4.

Opposed

Mr. Hellman
Mrs. King
Mr. Minot
Mr. Hattersley

For

Mrs. Jinkins
Mrs. Carter
Mr. Mclauchlin
Mr. Carlson
Mr. Lawrence
Mr. Birdwell
Mr. Harberger
Mr. Sowers
Mr. Corbitt
Mr. King

6. Standing Committees

Standing Committee reports were included in the Board package.

a. **Finance Committee Update** - Mr. Minot, Finance Committee Chairman, called attention to the recent Federal Reserve interest rate cuts. The cuts have resulted in lower yields on CSA's bank deposit accounts and money market funds. The Investment Subcommittee expects yields to continue to decline for some time. Investment income is likely to fall short of budget by at least \$60,000 this year, and perhaps up to \$80,000 or more.

7. Board Member Comments

a. **ASPPPO Property Owner Survey**– Mr. Carlson said the proposed ASPPPO survey of property owners will receive further input from the Resort, other commercial property owners and the CSA Board before it is finalized and mailed out to the property owners. The survey has been tabled until the reserve funding referendum has been completed.

b. **Audited Financial Statements** – Mr. Kelley noted that the CSA audit is ongoing. Auditors have commented that no other plantation has the auditing controls over their Security department like this plantation does. Mrs. King asked if an article relating to this topic could be done for the newsletter. Mr. Kelley said he would have Mr. Breed put an article together.

8. Adjournment

The meeting adjourned at 4:50 p.m. The next scheduled meeting date is Tuesday, March 25, 2008, at 3p.m. in the CSA Board room.

Respectfully submitted,

Norman Harberger
Secretary

