

MEETING MINUTES: Friday, April 5, 2019

The Beachfront Amenity Viability Committee met for the first time at 4PM on Friday, April 5, 2019, in the POA Administration building. The members included Ed Callahan (534 Queen's Gran), Mike Morrissey (10 Full Sweep) and Lee Smith (31 Port Tack). The meeting commenced with a brief introduction from each member—sharing their professional experience and their history with Palmetto Dunes.

The group then discussed the charter and the importance of the Committee—and how it might present options for the community regarding a gathering/social location. The group also discussed the potential interconnection with the Lee Shore initiative. Nearby beach amenities, including that in Leamington, Shipyard, Sea Pines and Port Royal were discussed in some detail.

Then the group reviewed the “Palmetto Dunes Beach Amenity Viability Study” document—discussing the process, and in particular, the draft selection criteria—with broad initial concurrence. The group agreed that the initiative should be viewed as an Owner's only amenity. The available land/locations and the power of partnerships were discussed.

Next, the group reviewed the maps, opportunities, advantages and disadvantages of seven potential locations. During the discussion, the following points were identified:

- Rezoning property from residential to commercial might set a precedent we might seek to avoid as others may attempt to employ this strategy if we are successful.
- The ability to modify any structure (rather than rebuild) may also be dependent upon the existence of concrete piers vs a block or wood piling construction. A rebuild could occur as fast as six months—and could be done in phases (first floor, followed by second floor) to limit any potential loss of revenue. If necessary, compensating for any revenue loss would still be more affordable than purchasing land.
- Purchasing multiple properties is highly unlikely and would be a capital-intensive project—one potentially beyond the financial and risk parameters of the community.
- Formulating an approach to partnering will require an on-site visit. It's possible a portion of their property could be “carved” out for our use—or the construction of our own space. Additional thought is required to determine how to approach companies given the protections ascribed to their brand.
- The opportunity to harness unused land might be attractive too, as it may create a new venue that addresses an unmet need. And even during the summer months, sufficient parking still remains.

The group then discussed space configuration and utilization, suggesting visits to similar nearby structures would be insightful. The initial scoring matrix was reviewed by group members. Each requested time and electronic copies enabling the alterations of weights, inputs, and resulting scores. Each agreed to share their individual results with the group.

As a next step, the group agreed to meet for “lunch” during the week of April 15 to further familiarize themselves with nearby facilities. The group also agreed to then arrange trips to visit the new Port Royal Beach Club, the Shipyard Beach Club and the clubs in Sun City.

The group also discussed the size of the committee and the task at-hand. Everyone agreed the committee is right-sized with members possessing a complementary set of skills.

The meeting concluded at 5:40PM.