



Board Meeting 07/16/2025 @Seabrook Island Club Cooper Room

Attendees	Title
President	Chris Stephenson
President Elect	Lisa McDonald
Treasurer	Ed Heskamp NOT PRESENT
Secretary	Lisa McDonald TEMPORARY
Committee Chairs	Bill Nelson, Ed Leary, Jack Wilson, Rick McDonald, Charlie Septer, Rich Gwyn, Thad Peterson

Chris Stephenson called the meeting to order at 5:03pm and proceeded through the agenda

APPROVAL OF AGENDA and APPROVAL OF MINUTES

Chris made a motion to approve the agenda (attached) for this meeting and to accept minutes from the previous Board meeting. Motions passed.

TREASURER REPORT

Ed was not present, and a report was not made

SECRETARY REPORT

There is no report, nor active Secretary, but Lisa McDonald took notes for this meeting. Phyllis Barber has agreed to serve as Secretary going forward.

COMMITTEE REPORTS

Lisa McDonald (Communications) reported that a description of this club was submitted to SIPOA for their use in spotlighting the various interest groups on the island. She also stated that the July newsletter was published on 6/25/25 and she uploaded minutes for the 6/18/25 board meeting and member meeting to the website.

ADDITIONAL NEW BUSINESS

Committee Participation Reminder

- Reinforce committee engagement and volunteerism responsibility

Grant Requests – Due by August 15

- Committee chairs are asked to remind and to inform Grantees
- Committee chairs are asked to review the usage and effectiveness of 2025 Grants

Committee and Event Chair Updates

- Committee chairs are asked to identify current Vice Chairs
- Committee chairs are asked to submit updated rosters of committee/event members
- Committee chairs are asked to review and revise (if needed) each committee's Mission/Purpose Statement

ADDITIONAL BUSINESS

Revenue Committee

Chris discussed the need to seek additional sources of income to offset the softness in advertising revenue that we're encountering with the directory. There have been efforts in the past but none have been pursued to date. Several alternatives were suggested:

- Promote the golf tournament and incorporate a raffle for a car or an LSV, which would be donated by a dealer in Charleston. The raffle could also be promoted at other events.
 - The challenge to promoting the tournament may be timing, the tournament is in October and there are a lot of different events going on at that time.
 - The club needs to put out a 'save the date' to the community to promote the tournament.
- Other organizations have raised large sums with a shooting contest
- There were additional suggestions including:
 - Wine tasting and auction
 - Raffle a villa in Tuscany, or a condo in Charleston
 - Conduct an oyster roast

Revenue generation will become an ongoing activity for the Club.

Website enhancement

Chris suggested that the Club review the website and revise/update it to be more useful to Clubmembers and other community members. He suggested that directory advertisers should be promoted on the website, and Teri Lash can assist with this. A Clubmember, Brian Boling has volunteered to do a review of the website and provide a recommendation on how to improve it.

Improvements to the website could include:

- Showcase our impact:
 - Feature photos aka a picture gallery
 - Collect and display testimonials
- Highlight handbook sponsors:
 - Note: Designer Terri Lash is available to assist
- Digitize the Handbook
- Publish and maintain an online Calendar
- Add QR Codes for social media on our website
- Add a newsletter archive

Another effort that ties to both the website and revenue generation is the development of a digital version of the directory.

Beyond our Gates

A new organization, Beyond our Gates Foundation of Kiawah and Seabrook has emerged, with the objective of soliciting contributions from community members to support non-profit organizations on the barrier islands. The organization was founded by Brian and Karen McDonagh of Kiawah. While they deliver grants to many of the organizations on Johns and Wadmalaw islands that the Club supports, they also make contributions to organizations on James Island and Hollywood. It was suggested that we should find a way to work with the organization, and it was also suggested that Brian be asked to speak at a club meeting and also, to join the club. In a subsequent conversation. Ray Hoover and Thad Peterson agreed to set up a meeting with Brian to continue the conversation.

NEXT BOARD MEETING

8/6/2025 5:00 PM Cooper Room

Board meeting adjourned at 5:40PM

Attachments:

- Agenda

Submitted by Lisa McDonald and Thad Peterson 07/25/2025

THE EXCHANGE CLUB OF KIAWAH-SEABROOK

BOARD MEETING AGENDA

Cooper Room

July 16, 2025 5:00 pm

1) Approval Items

- Approve Minutes from June 18, 2025 Board Meeting (*see attached*)

2) Treasurer's Report

- Presented by Ed Heskamp

3) Secretary's Report

- Presenter: TBD

4) Communications Committee Report

- Presented by Lisa McDonald and Thad Peterson

5) Committee Participation Reminder

- Reinforce committee engagement and responsibility

6) Grant Requests – Due by August 15

- Reminder to inform Grantees
- Review the usage and effectiveness of 2025 Grants

7) Committee and Event Chair Updates

- Identify current Vice Chairs
- Submit updated rosters of committee/event members
- Review and revise (if needed) each committee's Mission/Purpose Statement

8) Additional New Business: Building the Foundation

a) Revenue Committee

- Explore additional avenues for revenue generation

b) Website Enhancement Recommendations

- Showcase our impact:
 - Feature photos
 - Collect and display testimonials
- Highlight handbook sponsors:
 - Note: Designer Terri Lash is available to assist
- Digitize the Handbook
- Publish and maintain an online Calendar
- Add QR Codes linking to our website

c) “Beyond Our Gates” Collaboration

- Discuss potential partnership opportunities

The next ECK-S Board Meeting will be on August 6 at 5:00 pm in the Cooper Room.