



HISTORY OF *TIDELINES*

January 2013 – *Tidelines* was developed under the direction of the Long Range Planning Committee of the Seabrook Island Property Owners Association (SIPOA). The SIPOA Board endorsed it as the Official Community Blog at its meeting in January 2013.

February 2014 – *Tidelines* was launched at the annual Property Owners meeting. The original team members included Dennis Pescitelli, Veronica L'Allier, Barbara Burgess, Sally Kimball, Judy Gimson, Lori Leary, Bill Thomas, Lynn Crane and Lynn Kennedy. At this time, a Facebook account was established and all posts link directly to it.

October 2015 – *Tidelines* played a pivotal role during the historical 100-year flood by sending out team members to view the flooding around the island. Team members worked constantly to publish updates and photos as soon as they became available.

October 2016 – *Tidelines* informed Seabrookers about preparing for hurricanes with the introduction of "Hurricane Hints." It reported about the status of Hurricane Matthew from off-island sites where team members had evacuated. This coverage and that of the 100-year flood established *Tidelines* as a reliable source of what was happening during a crisis. This effort has continued for subsequent hurricanes and natural disasters. *Tidelines* put into place a method to provide valuable information on natural disasters in the future.

May 2017 - The *Tidelines* bi-annual survey indicated that subscribers did not want to receive a myriad of emails throughout the day. As a result, 6:00 am was chosen as the time to publish daily posts. It was also decided that if pressing, time-sensitive information came up during the day, it would be published at 5:00 pm and if a matter was of urgent interest, it would be published immediately.

June 2017 – *Tidelines* participated in its first Disaster Awareness Day which became part of an ongoing effort to make Seabrookers aware of its "Hurricane Hints" series.

December 2017 – *TidelinesAlert*, a Twitter account, was established to inform Seabrookers of accidents, weather issues and other emergency events in a quick, timely, and easy way without having to access email. Even though many read about events in *Tidelines*, they want to know in real time when an emergency occurs.

January 2018 – *Tidelines* team members began using Slack (a channel-based messaging platform) to communicate and collaborate outside of the bi-weekly meeting time. Also, each *Tidelines* editor assumed the responsibility for monitoring and reporting on an assigned list of organizations in order to keep abreast of all the local activities, events, organizations, and Charleston area happenings. The team called this role “shepherding.”

February 2019 – *Tidelines* began its “Do You Know” series to highlight the SIPOA Rules and Regulations that govern life on Seabrook Island and ensure the quality of life we enjoy here.

May 2019 – As a result of the *SIPOA Annual Survey* conducted in 2018 and released in Spring 2019, *Tidelines* decided to limit the number of daily posts. In the beginning, *Tidelines* posts appeared only a few times a week. As popularity increased, the number of daily posts grew to about four or five a day. Readers said this was too many, so the team committed to publishing only two or three a day, unless it was necessary to do one or two additional ones due to unusual circumstances.

September 2019 – *Tidelines* began its column “Seabrookers Are Reading” in response to the overwhelming interest Seabrookers have in reading. Early in 2020, due to the COVID-19 stay-at-home order, “Seabrookers Are Watching” and “Seabrookers Are Cooking” were created and released.

March 2020 – *Tidelines* began meeting via Zoom because meeting in person during the COVID-19 pandemic was deemed unsafe. They continued to serve the community during this time by announcing reliable information concerning closings and updates in a fluid environment.

March 2021 – *Tidelines* compiled its history from its inception in 2013. Its editors have been and continue to be volunteers who “function in a self-directed and collegial manner, with written operating policies and procedures and robust tools for real-time team communications.” The current *Tidelines* members are: Holly Bryan, Mary Fleck, Pat Fox, Sarah Good, Elise Haderer, Cathrine Scully, and Rich Siegel. Rhiannon Schalaudek is our SIPOA representative.

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