

Communication Meeting Minutes
9-11-26 at 9:30 AM
Marsh Landing Management Company

Attending: Torrey Glass, Julie Heinemen, Christina Loddó, Irene Lombardo, and Barbara Prochaska. Kate Richardson and Kristy Richland for Marsh Landing Management Company (MLMC)

- I. **Call to Order, Establish Quorum and Proof of Meeting**—Irene Lombardo called meeting to order at 9:33 am. Quorum met and proof of meeting given.
- II. **Review of Minutes**—Minutes reviewed. **Action: Barbara Prochaska moved to approve the minutes and was seconded by Julie Heinemen. All approved.**
- III. **Unfinished Business**
 - a. **Review of the Website Completed Updates**
 1. “Our Community” and “Our History” Sections: Irene Lombardo gave update. Remove photos and replace text. This will consolidate “About Us” section.
 - Suggestion to add “*Vicar’s Landing at Oakbridge*” under “SPC Today” paragraph.
 - Suggestion to change “*Arvida*” to “*A Florida master plan community development builder Arvida*”.
 - Suggestion to remove old photos on “About” page.
 2. Recreational Amenities Page: Changes pending. **Action: Barbara Prochaska will make edits from August minutes.**
 3. Committee Page: Committee reviewed Recreational Amenities page updates.
 4. CAC Page: Changes completed. Remove drop-down and make it easier to navigate.
 - Update CAC concept page—change “Meeting Calendar” to “Meetings” and remove the minutes icon.
 - Create table on new “Meetings” page to have Date/Agenda/Packet/Approved Minutes. Note: The “Meetings” page will list the following icons: Committee Meetings/Committee Members/Committee Charter/ Committee Policies/Committee Information.
 - b. **Review of Website Public Pages**
 1. Governing Documents Page: Three options (A, B, C) provided for “Governing Documents” page. **Action: Christina Loddó moved to approve option B and was seconded by Torrey Glass. All approved.**

- 2. Our Neighborhood Page: On hold.
 - c. **Review of Website Footer—On hold.**
 - d. **Continued Discussion on Photography—On hold, however estimate is \$5k.**
- IV. **New Business**
 - a. **Players Journal—On agenda for October meeting.**
 - b. **Twilio Update—Hold for future meeting.**
- V. **Next Meeting: Next Meeting TBD at 9:30 AM**—The October meeting will review Gate Access/Safety, RFID information and “How To” pages.



Real Estate Media | Commercial Production | Social Media Marketing

Community Photography & Aerial Video Proposal

Prepared for

Communication Committee

Sawgrass Players Club Association

Ponte Vedra Beach, Florida

Prepared by

Chris McAtee, Co-Founder & Creative Director

Coral Cove Media

September 17, 2026 | Proposal valid for 30 days

01 Overview

Thank you for inviting Coral Cove Media to bid on the Sawgrass Players Club Association photo refresh. We understand the Communication Committee's goal: replace roughly 90% of the imagery on sawgrassplayersclub.org with a current, cohesive library that represents the Association itself (its 16 neighborhoods, its amenities, and its common areas) rather than borrowed drone footage and images unrelated to the HOA.

Before pricing this project we reviewed every public page of the current site. The findings below shaped both the shot list and the way we recommend delivering files, so the new library does more than look better: it loads faster, stays consistent page to page, and gives the Association clearly licensed assets it can use for years.

02 Needs Assessment

Our review covered the Home page and slider, About sections, Photo Gallery, Recreational Amenities, the Our Neighborhoods index, and the individual sub-association pages. Summary of what we found:

Area Reviewed	What We Found	What It Means for the Refresh
Image age	The majority of neighborhood, gallery, pool, and nature images sit in 2018 and 2019 upload folders (the same "AQ4" camera series throughout). Players Park images date to 2023; The Yards to 2021.	Seven-plus years of landscaping, signage, and amenity changes are not reflected. A full reshoot is the right call rather than selective patching.
Resolution & file weight	Sampled images range from 646 to 1,500 pixels wide. Several are heavy for their size (for example, a 900-pixel neighborhood photo at roughly 830 KB). The Yards clubhouse image is only 646 pixels wide.	Current images will look soft on modern laptops and large phones. New files should be delivered at 2,400 px web width and compressed to load quickly.
Homepage video	The hero video is a 2023 TPC Sawgrass file of approximately 90 MB streamed from an outside host, not footage specific to the Association.	This is the drone content the Committee wants replaced. Short, Association-specific flyovers will be lighter and more relevant.
Off-topic content	The homepage slider leans on fishing, restaurant interiors, a bar drink, pickleball, and golf, alongside a mix of casual smartphone snapshots.	The home page should lead with SPCA's own identity: entries, gatehouses, waterways, parks, and residents.

Area Reviewed	What We Found	What It Means for the Refresh
Neighborhood pages	Each of the 16 sub-associations is represented by a single index thumbnail, and only about a third of those show the monument sign. Individual pages (e.g., Hammock Cove) carry two to three 2019 photos.	A consistent format of 1 monument sign + 2 character images per neighborhood gives every sub-association equal, uniform representation.
Amenity & common area gaps	Palmera Park does not appear on the Amenities page. The A1A and Solana gatehouses, the A1A entry sign, and sidewalks have little or no current coverage. Players Pool has two 2018 images.	These are priority captures, and the areas where a fresh shot list adds the most value.
People & lifestyle	Very few images show residents actually using the amenities.	A short, directed lifestyle session with releases on file is the single biggest upgrade in how the community feels online.
Usage rights	Several club, restaurant, and course images appear to have been supplied by third parties.	A new library shot under one agreement gives the Association clear, documented rights to every image.

03 Recommended Scope & Shot List

The scope below mirrors the Committee's request and is organized by the website page each image will serve, so replacement is straightforward for whoever maintains the site.

Collection	Locations & Coverage	Images
A. Neighborhoods	Monument sign for each of the 16 sub-associations (Bermuda Court, Bridgewater Island, Cypress Bridge, Cypress Creek, Hammock Cove, Lakeside, North Cove, Oakbridge, Players Club Villas, Salt Creek, Sawgrass Island, Seven Mile Drive, Turtleback Crossing, Vicar's Landing, Water Oak, Water's Edge), plus 2 streetscape or waterway character images per neighborhood.	48
B. Recreational Amenities	Players Park (pavilion, Tot Lot, stage, sports courts, recreation field, fitness path), Palmera Park, and Players Pool with wading pool and picnic area. Includes resident lifestyle images where the selected package allows.	20+
C. Master Common Areas	Lakes and waterways, A1A entry sign, A1A gatehouse, Solana gatehouse, sidewalks and walking paths, landscaped medians, bridges, and Palmera Park from a common-area perspective.	20+

Collection	Locations & Coverage	Images
D. Clubs & Courses	The Yards and Argyle Restaurant (254 Alta Mar Dr.), Dye's Valley Course, and the Stadium Course, captured from Association-accessible vantage points or on-property with club permission.	12+
Total		100+

04 Deliverables & Licensing

Web-ready set. Every image delivered at 2,400 pixels on the long edge, sRGB, compressed for fast page loads, and file-named by page and location (for example, hammock-cove-monument.jpg) so replacement on the site is direct.

Full-resolution set. High-resolution originals suitable for print, newsletters, and signage.

Page map. A simple spreadsheet listing each image, the website page it is intended for, and suggested alt text for accessibility and search.

License. The Association receives a perpetual, non-exclusive license to use all delivered images and video across its website, newsletters, social media, printed materials, and resident communications. Coral Cove Media retains copyright and may use select non-resident images in its own portfolio.

05 Investment

Photography Packages

All three options cover the full 100+ image scope requested. They differ in how much people, twilight, and aerial imagery is included. Pricing is fixed per deliverable, not hourly, so the Committee knows the total up front.

	Community Refresh	Community Portrait (Recommended)	Signature Collection
Investment	\$3,450	\$4,950	\$7,450
Edited images	100	120	150
Coverage	Collections A–D, daylight and golden hour	Collections A–D, daylight and golden hour	Collections A–D, daylight and golden hour
Resident lifestyle session	Not included	One directed session (up to 2 hrs) at Players Park and Players Pool	Two directed sessions: Players Park / Palmera Park and Players Pool
Twilight imagery	Not included	A1A entry sign and both gatehouses	Entry, gatehouses, and select monument signs and waterways
Aerial still photography	Not included	12 aerial stills	25 aerial stills
Model release management	—	Included	Included
Seasonal refresh	—	—	One 20-image spring refresh session within 12 months
Best suited for	Replacing outdated images with a clean, consistent set	Bringing the community to life with residents in frame	A complete, year-round library for web, print, and social

Our recommendation: Community Portrait. It is the most efficient way to meet the Committee’s stated wish for staged resident photos, and it covers the gatehouses and entry at their best light, which are the images visitors see first.

Aerial Drone Flyover Video (Priced Per Flyover)

Each flyover is one flight from a single point in the community, delivered as an edited 4K clip of up to 60 seconds, stabilized and color-graded to match the photo library, with raw footage included. Flyovers are captured during scheduled photo sessions, so there is no additional travel charge.

Number of Flyover Locations	Price per Flyover	Example Total
1 to 3 flyovers	\$425	3 flyovers: \$1,275
4 to 7 flyovers	\$375	6 flyovers: \$2,250
8 or more flyovers	\$325	8 flyovers: \$2,600
Optional community montage (90 to 120 seconds, combining all flyovers, licensed music, homepage-ready)	+ \$950	—

Suggested flyover points for the Committee’s consideration: A1A entry and gatehouse, Solana gatehouse, Players Park, Players Pool and The Coves, Palmera Park, the central lakes and waterways, The Yards, and the Stadium Course perimeter (subject to TPC Sawgrass permission). Flyovers added to any photography package receive 10% off the per-flyover rate.

À La Carte Additions

Item	Price
Additional edited images beyond package count	\$35 each
Directed resident lifestyle session (for the Community Refresh package)	\$850
Twilight session (for the Community Refresh package)	\$450
Standalone drone session not paired with a photo session	\$250 mobilization

06 Production Approach

Pre-production walkthrough. We begin with a 45-minute call or on-site walk with the Committee to confirm the shot list page by page, identify preferred angles for each monument sign, and flag anything the current site is missing.

Scheduling around the light. Monument signs, gatehouses, and waterways are photographed in morning and late-afternoon light across three to four sessions, rather than in a single long day. That keeps color and shadows consistent across all 16 neighborhoods. Backup dates are penciled in for weather.

Resident lifestyle sessions. The Committee recruits willing residents; we provide a simple call sheet, direct the scenes (families at the Tot Lot, a morning swim, a walk along the path), and collect a signed release from every identifiable participant on site. Releases for minors are signed by a parent or guardian. Completed releases are delivered to the Association with the final files.

Access and permissions. We coordinate gate access through Marsh Landing Management and the Controlled Access Office. Images of The Yards, Argyle, Dye’s Valley, and the Stadium Course are captured with each operator’s approval where on-property access is needed. Aerial work is flown by an FAA Part 107 certified pilot, with airspace authorizations obtained as required and flights

planned to avoid lingering over private residences. We will not schedule course or aerial work during THE PLAYERS Championship tournament period.

07 Timeline

Milestone	Timing
Proposal acceptance and deposit	Week 0
Pre-production walkthrough and shot list approval	Within 1 week of acceptance
Photo, lifestyle, and aerial sessions	Weeks 2 to 3, weather permitting
Online proofing gallery for Committee review	5 business days after final session
Final delivery of photos, video, releases, and page map	10 business days after final session

08 Terms & Acceptance

A 50% deposit reserves shoot dates; the balance is due within 15 days of final delivery. The Committee receives one round of selection feedback on the proofing gallery. Rescheduling due to weather carries no charge. Certificate of insurance available upon request. This proposal is valid for 30 days from the date above.

To accept, please indicate the selected package and number of flyovers below and return a signed copy.

Selection	Details
Photography package	☐ Community Refresh ☐ Community Portrait ☐ Signature Collection
Number of drone flyovers	_____ Community montage: ☐ Yes ☐ No
À la carte additions	

For Sawgrass Players Club Association
Name / Title:
Date:

Chris McAtee, Coral Cove Media
Co-Founder & Creative Director
Date:



Laura Jobe

First Coast Property Photography

904-415-6330 | Laura@firstcoastpropertyphotography.com | Jacksonville, FL

Photography & Videography Proposal

Prepared for: Sawgrass Players Club Association (SPCA)

Scope: Full site refresh, subassociation signage, master common areas, recreational amenities, and aerial coverage

Thank you for the opportunity to submit this proposal. Based on the current SPCA website and the scope outlined, this covers a full photo and video refresh across the master association and all 16 subassociations; approximately 100 photographs and 3 aerial drone flyovers. Given the range of what's involved, signage documentation, golden-hour scenic and amenity photography, and coordinated golf course/restaurant access, this is scoped as a two-day shoot so each type of work gets the right conditions rather than being compressed into one rushed session.

Scope of Work

Category	Deliverables	Estimate
Monument Signs, 16 Subassociations	Entrance sign photo + 2 photos per subassociation page (48 photos total)	\$1,050
Players Park & Players Pool	20+ photos of recreational amenities (space photography; see People in Photos below)	\$575
Master Association Common Areas	Waterways, A1A entry sign, sidewalks, Palmera Park, A1A gatehouse, Solana gatehouse (12+ photos)	\$575
The Yards, Argyle Restaurant, Dye Valley, Stadium Course	Select photos of each area	\$500
Aerial Drone Footage	3 flyovers; A1A entry to gatehouse, plus two additional locations	\$850
Usage License	Website use + occasional print/newsletter use	\$650

People in Photos: Two Options

For the Players Park and Players Pool photos, there are two ways to include people in the images. Both are viable; the right choice depends on how much scheduling flexibility you want.

Option A, Live, Staged People | +\$700

- Residents or hired models are scheduled to be on-site at a specific date/time
- Requires signed model releases for anyone identifiable in marketing use
- Best for an authentic, candid feel with real community members
- Adds coordination time and some schedule risk (weather, no-shows, availability)
- Typically requires its own dedicated session, separate from the golden-hour scenic shots

Option B, Empty-Space Photography + Digitally Added People | +\$450

- Spaces are shot empty and fold directly into the Day 2 schedule; no separate session to coordinate
- People are added afterward in post-production using AI-generated/composited figures
- No model releases needed, no scheduling around anyone's availability
- Faster overall turnaround since there's no second on-site visit
- Gives control over exactly who appears and what they're doing in each shot
- Recommended for the pool/park images if you want savings in coordination time without sacrificing a "lived-in" look

Recommendation: Option B is the more efficient path for this project; it removes scheduling as a dependency for hitting the golden-hour shoot window (see below) and avoids the risk of a second visit if the weather or timing doesn't cooperate. Option A is worth it if authentic, recognizable community members matter more to SPCA than logistics.

Shoot Schedule & Lighting Approach

This is planned as two focused days rather than one long, rushed one. Signage and documentation work doesn't depend on lighting, so it's most efficient handled on its own day. The scenic and amenity shots do depend on light, and are worth their own dedicated golden-hour window rather than being squeezed in around everything else or rescheduled if the timing doesn't line up with restaurant hours or golf course activity.

Day 1, Signage & Documentation (flexible timing):

- Monument signs across all 16 subassociations
- Sidewalks, Palmera Park, and other documentation-style shots
- The Yards, Dye Valley, Stadium Course (subject to golf operations)
- Argyle Restaurant (subject to their hours/availability)

Day 2, Golden Hour & Aerial Coverage:

- Players Park & Players Pool
- Waterways and other scenic Master Association common areas
- A1A entry sign and gatehouses
- Aerial drone flyovers, timed for sunrise or sunset light

Day 1 covers ground that doesn't depend on lighting, giving full flexibility to work through all 16 subassociations without racing the clock. Day 2 is built around the golden hour window, sunrise or sunset, whichever suits the property and crew best, with the rest of the day as buffer for the drone flights and any reshoots.

Investment Summary

Line Item	Amount
Photography & Video, Scope of Work (subtotal)	\$4,200
Day 2, Dedicated Golden Hour & Aerial Session	+\$350
People in Photos, Option A (Live, Staged)	+\$700
Or, Option B (Empty-Space + Digitally Added)	+\$450

Estimated Total: \$5,000 to \$5,250

(depending on which people-in-photos option is selected)

Assumptions & Notes

- Final total may adjust slightly based on the confirmed shot list during a walkthrough
- Model releases will be required and collected for any identifiable people in Option A
- Aerial flyovers are subject to weather, daylight, and any airspace restrictions near the golf courses
- Restaurant and golf course access/timing to be confirmed with SPCA prior to scheduling
- Delivered images capped at approximately 100 total plus 3 edited drone clips, as scoped above
- Usage license covers SPCA's website, subassociation pages, and print/newsletter use

Next Steps

Happy to schedule a short walkthrough of the property to finalize the shot list and confirm the preferred people-in-photos option, then lock in the two shoot dates, ideally back-to-back, around the best golden-hour window.

Laura Jobe

First Coast Property Photography

904-415-6330 | Laura@firstcoastpropertyphotography.com

Cost “Guesstimation” for SMS Text Messaging Option – WordPress plugin and SMS gateway

Estimates based on using WSMS plugin and Twilio gateway

Activity/Product	General Cost Estimates	Startup Cost	Monthly Cost (assume 1 text msg to 1600 users)	Annual Cost (assuming 1 text msg per month to 1600 users)
Savvy Partners setup-fee (configuration of plugin, gateway & interface)	One-time fee \$200 - \$1000 (??)	\$200 - \$1000 (??)		
Mandatory US carrier brand registration fee (required for US application-to-person texting)	\$4 - \$44	\$4 - \$44		
WSMS plugin	Probably about \$59/year			\$ 59
Twilio account setup		\$0		
Local phone number rental	\$1 - \$2/month		\$1 - \$2	\$12- \$24
Mandatory US campaign registration fee (* unclear on this cost and what it is based on)	\$2 - \$15/month		\$2 - \$15	\$24 - \$180
Cost per outbound msg segment *	\$.0083/per segment *		\$13.28	\$144 - \$300
Carrier pass thru fees	\$.002 - \$.005/per segment *		\$3.20 - \$8	\$60 - \$240
	Estimated Totals	\$200 - \$1000	\$20.00 - \$40.00	\$300 - \$540

Notes:

- *US carriers charge pass-through fees which vary by carrier and are subject to change/increase*
- ** SMS messages have a length limit. 160 characters is considered 1 segment. Costs will multiply accordingly based on number of segments (ie text message length)*

Other Considerations before implementing any texting solution:

1. Residents have provided mobile numbers (WP membership DB can identify)
2. Residents have consented to receive HOA text alerts
3. Our records clearly identify who has opted in and opted out
4. Our current Privacy Policy and any required updates

Re: Request for quote for Sawgrass Players Club

From Savvy Partner Team <myteam@savvypartner.com>

Date Wed 2026-09-16 10:53

To Kristy Richland <KRichland@marshlanding.org>

Cc bap1632@comcast.net <bap1632@comcast.net>; irene.lombardo@comcast.net <irene.lombardo@comcast.net>; Kate Richardson <KRichardson@marshlanding.org>; mirko@savvypartner.com <mirko@savvypartner.com>

 **External sender:** This email originated outside of Marsh Landing Management Company. Verify the sender's identity before clicking any links, opening attachments, or responding with sensitive information.

Good morning, Kristy.

Please find below the estimate request in both cost and time.

1. Platform Migration: Beaver Builder → Elementor Migration

- Reconfigure 103 pages in Elementor

2. Website Refresh: The refresh includes the following components:

- Theme change — the site is switched to a new Elementor-compatible theme
- Homepage redesign — the homepage receives a fully custom design built from scratch in the new theme using existing copy
- 9 key pages fitted into new theme — the site's most important pages (see below) are individually fitted and styled within the new theme/templates:
 - Home
 - About Us
 - Our History
 - Our Community
 - Photo Gallery
 - Amenities
 - Our Neighborhoods
 - Governing Documents
 - Contact Us
 - Resident Login/Register
- Customized page templates — up to five templates are designed and built to match the new theme, giving a consistent structure across page types, for remaining pages

What's Not Included:

- Content writing or editing
- New pages beyond the current 103 pages

- SEO work Custom plugin development
- Photography, stock images, and other media
- Hosting or domain changes
- Third-party integrations (payments, portals, event registration, etc.) other than "Resident Login/Register"
- Post-launch support or maintenance Elementor or theme training

Platform Migration 24 Hours - \$3,960

Website Refresh 66 Hours - \$10,890

TOTAL - 90 Hours - \$14,850

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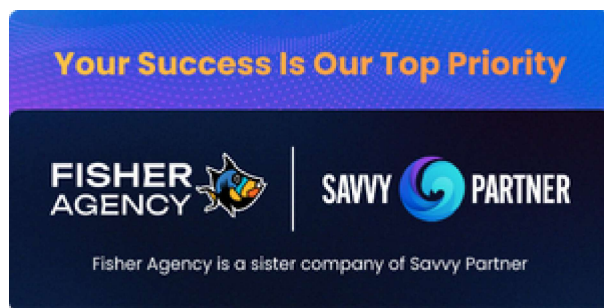
For fastest support email myteam@savvypartner.com

Eddie Garrison

Title: Accounts Director

Phone: 904-398-3699

Email: myteam@savvypartner.com



On Tuesday, September 15th 2026, 5:20:33 PM krichland@marshlanding.org

<krichland@marshlanding.org> wrote:

I am following up on this. Thank you!

On Wednesday, July 29th 2026, 12:54:14 PM krichland@marshlanding.org

<krichland@marshlanding.org> wrote:

Good afternoon, Savvy Partners

Can you provide a quote (both in cost and time) for the following regarding the Sawgrass Players Club Association website:

1. Replace Beaver Builder with Elementor
2. Change the current Sawgrass Players Club website theme with a new one -and provide suggestions on what theme(s) you would recommend.

Sincerely,

Kristy Richland

Senior Property Manager

krichland@marshlanding.org

Office: 904-273-3033 Direct: 904-373-5601

Marsh Landing Management Company

4200 Marsh Landing Blvd Suite 200 Jacksonville Beach, Florida 32250

Gate Access

First Coast Security (FCS) is the access control service provider for the master association and is responsible for gate operations, visitor processing and access authorization. Our property manager, Marsh Landing Management Company (MLMC), supports FCS with access administration and RFID tag installation for entry gate access.

All resident's vehicles must be registered with MLMC Access Control at the property management office, 4200 Marsh Landing Boulevard, Suite 200, Jacksonville Beach, FL 32250.

Main Gate:	904-543-0043
Solana Road Gate:	904-285-5488
MLMC Access Control:	904-373-5600

RFIDs for Gate Access

An RFID tag is needed to activate the automatic RFID entry lane gate at each entrance. Tags may be purchased at a cost of \$25 from the MLMC Access Control Office Monday to Friday, 9 a.m. to 4:30 p.m. Vehicle and current registration MUST be presented at the time of service.

RFIDs are not transferrable. A new RFID tag is needed when purchasing a new vehicle. Switching the RFID tag may result in gate access issues and damage to your vehicle.

Add links: [For Resident RFIDs](#) [For Non-Resident/Guest RFIDs](#)

Guest Registration

When authorizing guest access:

- Call the Main Gate at 904.543.0043. You will be asked for your PIN [**Do we want people calling the main gate for this? Delete?**]
- Call the automated line at 904.285.4161 or 904.285.4160. **Use of the automated system requires a PIN I have never been asked for a PIN.]**
- Go to <https://tpc.gatehouseportal.com/> and follow directions for GateHouse Solutions.



Safety and Incidents

First Coast Security manages access control; personnel are not security guards. They will provide support if an incident occurs and can provide house checks for residents who are out of town. [\[Do we need to clarify what constitutes an incident?\]](#)

In an Emergency [Fire, Medical, Sheriff]: Call 9-1-1

For Suspicious Activity or Trespassing: Call SJSO at 904-824-8304

For Incident Reports: Call FCS roving patrol 904-568-7328

For Out-Of-Town House Checks: [Complete a House Check Form \(link\)](#) and submit the form to ?????

Other Important Contact Numbers

Name of Organization	Phone Number	Website Information
SJSO (Non-emergency)	904.824.8304	www.sjsso.org
Beaches Energy	904.247.6241	www.beachesenergy.com
Trash/Debris	904.827.6980	www.sjcfl.us/departments/solid-waste-mgmt/
SJC Utility Department	904.209.2645	www.sjcfl.us/departments/utility-department/
Alligator Sightings (FWC)	866.392.4286	myfwc.com/conservation/you-protect/conservation/wildlife/alligators/
Animal Control	904.209.0746	https://www.sjcfl.us/departments/animal-control/
Marsh Landing Management	904.273.3033	www.marshlanding.org