

Peter M. Buonaiuto, Sr.
50 Verbena Lane, Unit 2404
Hilton Head Island, SC 29926

October 23, 2013

Mr. Tom Upshaw, Chairman
Hilton Head Island-Bluffton Chamber of Commerce
1 Chamber of Commerce Drive
PO Box 5647
Hilton Head Island, SC 29938

Dear Mr. Upshaw:

We are owners and principals of local media companies. Nearly all of us were members of the Hilton Head Island/Bluffton Chamber of Commerce ("HHIBCC") at one time and some of us are members yet today. All of us believe in the basic Charter of the US Chamber of Commerce which is "Standing Up for American Enterprise". Locally we believe in the founding mission statement of the Hilton Head Island-Bluffton Chamber of Commerce, which is "to help all local member businesses survive and prosper within the community." Unfortunately, and the reason for our letter to you today is the fact that somewhere along the line the HHIBCC's original mission statement must have been altered to read "to help all local member businesses, except media companies, to survive and prosper" as media companies have been under vigorous, continuous and painful economic attacks by the HHIBCC itself. We certainly feel betrayed by this change in position.

The premise of our position is undeniably based upon fact. Many in our community have seen and grown weary of the frequently published grievances from a citizen of our community covering a wide-range of allegations regarding the HHIBCC. While the method and delivery surrounding this local topic may not meet the approval of many in the community, we must be careful not to dismiss the "message" itself as a result of the format of the "messaging". We can assure you that the message concerning the unfair advantage held by the HHIBCC as it relates to private local media companies is real and its impacts are negative and far-reaching.

We want to emphasize the importance of this matter and raise it to a higher level of serious analysis and discussion by the HHIBCC Board of Directors in order to re-focus attention on the mission of "helping local businesses survive and prosper." Certainly we can all agree that supporting local businesses and fair practices for all should be an essential principle of any Chamber body, and in that vein, we would hope and expect that there is agreement by the board that local media companies are no different than other local businesses. All businesses, including local media companies must be allowed to play on a level and fair playing field where no entity has an unfair advantage – such as receiving public monies and selling advertising/media products and services as a "non-profit" tax-exempt entity and directly competing with "for profit" privately funded advertising/media companies. It also raises the question of whether it is ever appropriate for the Chamber to be in direct competition with any of its members. We invite all HHIBCC Members of the Board of Directors and Executive Committee to meet with the undersigned to discuss this topic in a professional manner in an appropriate forum as soon as possible

Please contact Peter Buonaiuto to discuss possible dates and other details about this very important event. We look forward to your prompt reply and to your active and open-minded participation in this meeting.

Respectfully,



Peter M. Buonaiuto, Sr. – CEO, Mediafeedia, Inc.
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**Signatories in Support of this Letter and a Meeting with the Hilton Head Island-Bluffton Chamber of Commerce
Board of Directors and Executive Committee Members**

Print Name	Title	Company	Signature	Date
Maggie Washo	Publisher/Editor-in-Chief	Celebrate Hilton Head		10-23-13
Nancy Watts	Owner	Where to Go Hilton Head		10-22-13
David Mudwilder	Publisher	Taste of Hilton Head Magazine		10-22-13
Glenn Brodie	Founder	Brodie Media, Ltd.		10-22-13
Linda Rose Michael McDonnell	Managing Partner	Island Communications, LLP		10-23-13
Glenn Davis	Owner	OpenVision		10-22-13
Dan Monroe	Publisher	Down South Publishers		10/22/13
Eric Esquivel	President and Publisher	La Isla Magazine		10/22/13
Tony Santagati	President	Sands Publishing Co./Homes of Hilton Head Island Mag		10-22-13
Jeff Evans	Publisher	Lowcountry Weekly		10/23/13