

**THE TOWN OF HILTON HEAD ISLAND  
REGULAR TOWN COUNCIL MEETING**

**Date:** Tuesday, July 21, 2015

**Time:** 4:00 P.M.

**Present from Town Council:** David Bennett, *Mayor*; Bill Harkins, *Mayor Pro Tem*, Lee Edwards, Marc Grant, Tom Lennox, Kim Likins, John McCann, *Council Members*

**Present from Town Staff:** Steve Riley, *Town Manager*; Greg DeLoach, *Assistant Town Manager*; Charles Cousins, *Director of Community Development*; Jill Foster, *Deputy Director of Community Development*; Susan Simmons, *Director of Finance*; Scott Liggett, *Director of Public Projects & Facilities/Chief Engineer*; Shea Farrar, *Senior Planner*; Tom Fultz, *Director of Administrative Services*; Jennifer Ray, *Urban Designer*; Brad Tadlock, *Fire Chief*; Brian Hulbert, *Staff Attorney*; Jeff Buckalew, *Town Engineer*; John Valvo, *Systems Analyst*; Lynn Buchman, *Senior Administrative Assistant*

**Present from Media:** None

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**1) CALL TO ORDER**

Mayor Bennett called the meeting to order at 4:00 p.m.

**2) PLEDGE TO THE FLAG**

**3) INVOCATION**

**4) FOIA Compliance** – Public notification of this meeting has been published, posted, and mailed in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.

**5) Proclamations and Commendations**

a. Mayor's Honored Islander Awards

- John Shkor
- Luther Strayer, III
- Loretta Warden

All recipients were present to accept their awards.

**6) Approval of Minutes**

a. Town Council Meeting, June 16, 2015

Mr. Harkins moved to approve. Mr. McCann seconded. Mr. Edwards pointed out the minutes referenced reports from DNAI, and this should to be corrected to DMAI (Destination Marketing Association International). The minutes of the June 16, 2015, regular Town Council meeting were approved as corrected by a vote of 7-0.

**7) Report of the Town Manager**

a. Semi-Annual Update of the Board of Zoning Appeals - Glenn Stanford, Chairman

Mr. Stanford presented his report for the period January, 2015 through June, 2015, noting decreased activity, which he opined was due to the implementation of the much improved zoning ordinance.

**b. Semi-Annual Update of the Design Review Board - Scott Sodemann, Chairman**

Mr. Sodemann, immediate past Chairman, presented his report for the period January, 2015 through June 2015. Mr. Riley thanked him for his service on the Committee.

**c. Presentation from First Tee**

Mike Davis and Gerrold Walker from First Tee presented a plaque to Mayor Bennett in appreciation for the Town's efforts on its behalf.

**d. Island Compass App Update**

Ari Pernice from the Hilton Head Island – Bluffton Chamber of Commerce updated Council on the new Island Compass App that was developed and launched on June 30, 2015. Through a PowerPoint presentation she briefly outlined the background, the marketing efforts and tracking of usage underway, the resulting downloads, tools for locating local businesses provided through the app, the next outreach steps being planned, and how businesses who are not members of the Chamber can be added.

**e. Town Manager's Items of Interest**

Mr. Riley reported on the items of interest listed below.

- (1) Town News
- (2) Noteworthy Events

**8) Reports from Members of Council**

**a. General Reports from Council**

Mayor Bennett reported that on Saturday he had accepted on behalf of the Town the Award for Economic Development from the Municipal Association of South Carolina for the top economic development project in the State, that project being the Shelter Cove Towne Centre development. He thanked everyone involved in the project.

Mr. McCann reported that the ATAC Committee has made improvements to the application for those requesting funding for this year, and he noted the changes would include more accountability, the successes achieved, and plans for the future.

Mr. Harkins noted a communication plan is being formulated in conjunction with the Chamber and others in preparation for the Ironman Event that is close to announcing Hilton Head Island as its locale.

**b. Report of the Intergovernmental Relations Committee – Bill Harkins, Chairman**

No report.

**c. Report of the Community Services Committee – Kim Likins, Chairman**

Mrs. Likins reported the Arts and Cultural Strategic Planning Committee is continuing to make significant progress, as they divide up the scope of work and make assignments among the Committee members to meet a deadline of early November to provide input to Council for its planning for next year.

**d. Report of the Public Planning Committee – Tom Lennox, Chairman**

Mr. Lennox reported the Public Planning Committee met on June 30, 2015, and approved a request to forward a recommendation to Council related to the Program for

Public Information, which is part of the Community Rating System, ultimately resulting in lower flood insurance premiums Island-wide. The Committee will meet again on July 23 to review the Hilton Head Island Design Guide and to hear a presentation from United Way related to a request for their fund raising signs and dates. Mayor Bennett noted he was encouraged that the Town Staffs' efforts had resulted in a 25% reduction in premiums, and the efforts to disseminate that information to the public was discussed.

**e. Report of the Public Facilities Committee – Lee Edwards, Chairman**

No report.

**f. Report of the Public Safety Committee - Marc Grant, Chairman**

No report.

**g. Report of the Finance and Administrative Committee - John McCann, Chairman**

- (1) Recommendation of the Finance and Administrative Committee to the Town Council to select Patrick Ibarra of the Mejorando Group to facilitate Town Council's annual strategic planning workshop.

Mr. McCann reported that Committee was seeking a new facilitator for this year's workshop and conducted 3 interviews. Mr. McCann moved that the Town Manager be authorized to contract with Mr. Ibarra to facilitate the Town Council's annual goal-setting workshop. Mr. Harkins seconded. A brief discussion followed concerning how the Committee arrived at its selection. The motion was approved by a vote of 7-0.

- (2) Recommendation of the Finance and Administrative Committee to the Town Council to authorize the Town Manager to seek request for qualifications from qualified local and regional Public Relations Firms/Entities to assist the Town with developing/implementing an effective public communication program on the following Council priorities: Arts & Culture Collaborative Strategy; Coligny Circle: Sea Pines Circle Area Plan; Heritage/Cultural/Tourism; Roads and Sewer; USCB Campus Development; and Vision and Master Plan for the Island.

As a result of the Committee's recommendation, Mr. McCann moved that the Town Manager issue a RFQ for a public relations/marketing firm. Mr. Harkins seconded. A discussion followed concerning the guidelines and rating system being utilized, and Tom Fultz, Director of Administrative Services, offered to adjust the RFQ according to the comments received from Council and resubmit it to them for approval. A brief discussion ensued concerning how the PR firm would be utilized to publicize the Town's efforts being taken and accomplishments. The motion was approved by a vote of 7-0.

**h. Report of the Circle to Circle Committee - Tom Lennox, Town Council Liaison**

Mr. Lennox reported that the Committee continues to meet weekly. He noted an outstanding presentation had been made by Diana Permar on current and future market trends, which has provided motivation for continuing to develop a circle to circle vision. He noted they are exploring available parking and transportation options, reviewing parameters for developing the growth and build-out scenarios as it relates to the traffic modeling recently done, and they are now focusing on bedrock qualities of

the area and the compilation of the community feedback to the 3 questions posed: (1) What is the anticipated purpose and function of the Coligny to Sea Pines Circle area; (2) What are the changes needed to facilitate that function and purpose; and (3) What are the anticipated threats or hurdles to overcome. Mrs. Likins commented on Ms. Permar's presentation, which she noted was a reminder that the vision for the Island is being built for the millennial generation, and their thought and life process should be considered in decisions. Mayor Bennett agreed with Mrs. Likins' remarks and noted similar remarks made by a futurist at the recent MASC annual meeting and the challenges that presents.

**9) Appearance by Citizens**

Karl Engleman questioned Council on when the Sea Pines traffic study that had been completed several weeks ago at Sea Pines Circle would be reported and decisions made as a result. Mayor Bennett referred Mr. Engleman to the Circle to Circle Committee.

Mary Amonitti commented on the need to hire a public relations firm, noting the Town's recent recognitions and the excellent job being done by the Chamber of Commerce to publicize these accomplishments. Mayor Bennett encouraged Ms. Amonitti to contact Mrs. Likins to discuss this further.

**10) Unfinished Business**

None

**11) New Business**

**a. Consideration of a Resolution – Lowcountry Regional Transportation Authority**

Consideration of a Resolution authorizing the filing of applications with the Federal Transit Administration, an operating administration of the United States Department Of Transportation, for federal transportation assistance authorized by 49 U.S.C. Chapter 53; Title 23, United States Code, or other federal statutes administered by the Federal Transit Administration; and identifying Lowcountry Regional Transportation Authority as the direct recipient to apply for and receive federal urban transportation funds for the Lowcountry Area Transportation Study Area.

Mr. Harkins moved to approve. Mr. McCann seconded. The motion was approved by a vote of 7-0.

**b. First Reading of Proposed Ordinance 2015-03**

First Reading of Proposed Ordinance 2015-03 authorizing the execution of a Sale and Purchase Agreement and the execution of one or more deeds for the sale of approximately 0.472 acres of real property along Spanish Wells Road to South Carolina Department of Transportation, pursuant to the authority of S.C. Code Ann. § 5-7-40 (Supp. 2011), and § 2-7-20, *Code of the Town of Hilton Head Island, South Carolina*, (1983); and providing for severability and an effective date.

Mr. Harkins moved to approve. Mr. McCann seconded. A brief discussion followed. The motion was approved by a vote of 7-0.

**c. Discussion of Developing a Vision for the Island.**

Mayor Bennett explained this item had been identified by Town Council at the December 2014 planning workshops as a top priority item. He outlined the steps that David Ames and Terry Ennis have taken to help facilitate a proposed process of developing the vision for Council's consideration. A lengthy discussion among the Council followed, and David Ames provided additional information for the Council. Mayor Bennett stated the consensus reached by Council to refer this matter to the Public Planning Committee for further study and to allow public participation in the community-wide visioning process, and for the Committee to bring back a report to Council at a future date.

**d. Consideration of a Resolution – Purchase of Land on Palmetto Bay Road**

Consideration of a Resolution of the Town Council of the Town of Hilton Head Island, South Carolina, authorizing the execution of a sale and purchase agreement of 3.75 acres along Palmetto Bay Road on Hilton Head Island, South Carolina, from Palmetto Bay Holdings, LLC.

Mr. Harkins moved to approve. Mr. McCann seconded and amended the motion to include that this matter and Item 11) e. be discussed in Executive Session prior to final vote. Mr. Edwards seconded the amended motion. The amended motion was approved by a vote of 7-0.

The Council adjourned to Executive Session at 5:45 PM. Mayor Bennett called the meeting back to order at 6:22 PM, and announced that no action was taken.

Mayor Bennett asked if there was any business as a result of Executive Session. Mr. Harkins moved to approve Item 11) d. Mrs. Likins seconded. The motion was approved by a vote of 6-1. (Mr. McCann was opposed.)

**e. Consideration of a Resolution – Purchase of Land on Palmetto Bay Road**

Consideration of a Resolution of the Town Council of the Town of Hilton Head Island, South Carolina, authorizing the execution of a sale and purchase agreement of approximately 25,000 square feet along Palmetto Bay Road on Hilton Head Island, South Carolina, from Caheti 3 – Dry, LLC.

Mr. Harkins moved to approve Item 11) e. Mrs. Likins seconded. The motion was approved by a vote of 6-1. (Mr. McCann was opposed.)

**f. Appointments to Board and Commissions**

Mrs. Likins moved to re-appoint Jerry Cutrer to a 3-year term, ending June 30, 2018, as an at-large member of the Board of Zoning Appeals, and that Lisa Laudermilch be appointed to an un-expired term, ending June 30, 2016, as an at-large member of the Board of Zoning Appeals. Mr. McCann seconded. The motion was approved by a vote of 7-0.

**12) Executive Session**

Mr. Riley stated he needed an Executive Session for contractual matters related to land acquisition, including a request from Adventure Cove to purchase Town property, easement issues related to property in the corner of U.S. 278 and Wild Horse Road, also personnel matters pertaining to the consideration of appointments to the Board of Zoning

Appeals, and legal matters relating to receipt of legal advice related to a pending, threatened or potential claim.

Mr. Harkins moved at 6:24 PM to go into Executive Session for the reasons set forth by the Town Manager. Mr. McCann seconded. The motion was approved by a vote of 7-0.

Mayor Bennett called the meeting back to order at 6:57 PM. He announced that no action was taken. The Mayor then returned to New Business Item 11) f. (See above.)

Following New Business Item 11) f., Mr. Riley stated he needed an additional Executive Session for personnel matters related to the annual performance review of the Town Manager. Mr. Harkins moved at 7:00 PM to go into Executive Session for the reasons set forth by the Town Manager. Mr. McCann seconded. The motion was approved by a vote of 7-0.

Mayor Bennett called the meeting back to order at 8:10 PM and announced that no action was taken.

**13) Adjournment**

Mr. Harkins moved to adjourn. Mrs. Likins seconded. The motion was approved by a vote of 7-0. The meeting was adjourned at 8:10 PM.

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Lynn W. Buchman  
Senior Administrative Assistant

Approved – 8/4/2015:

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David Bennett, Mayor