

**The Town of Hilton Head Island
Parks & Recreation Commission
Meeting
Thursday, July 14, 2016
3:30 p.m.**

Members Present: Heather Rath, Mario Caballero, Fred Lowery, Mike Ray, Jerry Okarma

Members Absent: Peter Keber, Paul Boes

Town Staff: Julian Walls, Marcy Benson, Charles Cousins, Shawn Colin, Jayme Lopko, Susan Simmons

Town Council: David Ames

Other: Frank Soule, *Executive Director for Island Recreation Association*
Frank Babel, *Bicycle Advocacy Committee*

- 1. Call to Order**
Chairman Rath called the meeting to order at 3:30 p.m.
- 2. Pledge of Allegiance to the Flag**
- 3. Freedom of Information 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.
- 4. Approval of Minutes**
The minutes of the Parks & Recreation Commission meeting of May 12, 2016 were approved as presented
- 5. Appearance by Citizens on Items Unrelated to Today's Agenda**
Minister Bondie D. Brown thanked various Town staff for assisting the 12 Jewels of Life, a non-profit organization, in maintaining Green Shell Park for the community. The building located at Green Shell Park is unsalvageable due to lack of maintenance over the years and needs to be torn down and replaced. Minister Brown stated Green Shell Park is in need of swings, a water feature and a community center. The 12 Jewels of Life is committed to providing a safe and nurturing environment for all the children of Hilton Head Island and hopes the Town will support this effort.
- 6. Reports**
 - a. Island Recreation Association Update.**
Mr. Frank Soule reported the pre-school and youth programs have approximately 200 participants a day. Swim lessons have a lot of attendees – many compliments on the pool temperature. Paddle boarding is now being offered at the sailing and rowing center. Senior center – pickle ball is still a big sport.

b. Bicycling Advisory Committee Update.

Mr. Frank Babel reported on the 2016-2017 on-going Committee programs such as bike parking at community events, bike ambassadors and bike safety and education. New Committee Initiatives include improving the Bicycling Advisory Committee communications, public relations and use of social media and relevant APPs.

7. Unfinished Business

a. Presentation by Chairman Rath on the In-Park User Surveys

The Parks & Recreation Commission formed a work group in September of 2015 to work on the surveys. The work group consisted of: Heather Rath, Mario Caballero and Fred Lowrey.

This work group established a non-scientific in-park user survey with the goal of understanding 1) utilization of the parks and 2) what elements the public wanted (if anything) that were missing within our parks.

The work group established which demographics to include in the survey with a broad spectrum from citizens of Hilton Head to visitors to people that reside in the Lowcountry - all with diverse racial and socioeconomic backgrounds, ages and abilities.

The following locations were included in the survey:

- 1) Chaplin Park
- 2) Islanders Beach Park
- 3) Coligny Beach Park
- 4) Shelter Cove Community Park
- 5) Jarvis Creek Park
- 6) Sailing and Rowing Center
- 7) Veterans Park
- 8) Fish Haul Park
- 9) Compass Rose Park
- 10) Crossings Park
- 11) Barker Field

Goal of Saturday & Wednesday sampling (in March) with Saturday being the highest priority; 8 days total of sampling (starting on 9th for Wed); 3 hour survey time period
2 people per survey time period: dates of: March 5th, 9th, 12th, 16th, 19th, 23rd, 26th, 30th

We completed 200 surveys of our 300 survey goal.

The Net Promoter Score (NPS) is a management tool used to gauge loyalty of a consumer and is the most valuable scoring system for determining whether or not people are advocates/cheerleaders for your product.

Chairman Rath went through the results of the survey for each park location identified.

Chairman Rath summed up the presentation with a few bullet items to focus on for the future.

- Project Funding on an annual basis.
- Use the information for when we are looking at building or improving parks.
- Take this information to the visioning process.
- Dig deeper – look at the results done in an unscientific study using volunteers.
- Do we want to invest in a deeper dive into understanding our parks and how people use them.
- This information is by no means concrete, but should serve in continuing conversations and actions in our Parks.

8. New Business

a. Yacht Cove Park Request – Ms. Marcy Benson presented the letter from Mr. Pitkin asking the Town to revisit creating a neighborhood park on Town-owned land at the end of Yacht Cove Drive in Yacht Cove. Ms. Benson stated this Commission would have to determine if the park is warranted based on the Recreation Element in the Town’s Comprehensive Plan as well as the desire of the Yacht Cove neighborhood. This Commission would then recommend to the Planning Commission CIP Committee to move this park forward into the CIP cycle.

The park would be for the community of Hilton Head Island not exclusive to the Yacht Cove neighborhood. It would be public access.

Mr. Colin and Ms. Benson will create a memorandum to include the history of this request and make a staff recommendation based on the Town’s Comprehensive Plan.

9. Park Updates

Chairman Rath reported the underpass in Palmetto Dunes is open; the Crossings Park drainage is being improved; the recent beach renourishment project is awesome.

10. Park Commissioner Comments - none

11. Adjournment

There being no further business, the meeting adjourned at 5:50 p.m.

Respectfully submitted by Eileen Wilson

Approved by: September 8, 2016
Heather Rath, Chairman