

**TOWN OF HILTON HEAD ISLAND**  
**Public Planning Committee Special Meeting**  
**March 17, 2016**  
**3:00p.m. – Benjamin M. Racusin Council Chambers**

Committee Members Present: Chairman Tom Lennox, Kim Likins, and John McCann

Committee Members Absent: None

Town Council Present: Mayor David Bennett, Bill Harkins

Town Staff Present: Charles Cousins, Director of Community Development  
Jill Foster, Deputy Director of Community Development  
Teresa Haley, Secretary

**1. Call to Order**

**2. Freedom of Information Act 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.

**3. Approval of Agenda**

The Public Planning Committee **approved** the agenda as submitted by general consent.

**4. Approval of Regular Meeting Minutes – March 3, 2016**

The minutes of the Regular Public Planning Committee Meeting held on March 3, 2016 were **approved** as submitted by general consent.

**5. Old Business**

**a) Discussion of Steven Ames Memo on Visioning Process**

Chairman Lennox referred to a summary of his analysis of Steven Ames' recommendations, as attached. The Committee generally agreed with the key recommendations, and had the following comments:

- The Committee stated the following recommendations were the most immediate:
  - *Compile and organize data as part of the “knowledge base” to be used in the Visioning Process.*
  - *Conduct “gap analysis” of elements in the “knowledge base” and create a matrix.*
- The Committee questioned what would be a reasonable number of organizations and which organizations should be part of the *Project Ownership: Town led/Community-owned Partnership* recommendation. It was suggested that the Steering Committee be formed before the number and type of partnership organizations be determined.
- The Committee questioned what would be a reasonable number of organizations and which organizations should be part of the *Project Funding* recommendations. It was suggested that the Steering Committee be formed before that is determined. The

Committee emphasized that all organizations would be treated equally, regardless of their financial contribution or participation level. Other organizations such as the Homebuilders Association and private foundations should also be asked to participate.

- It was suggested that the *Project Consulting Assistance* recommendation be done on an as-needed basis, with an on-the-ground liaison. It was emphasized that lead time for engagement of such a person must be realized to secure his/her participation.
- The Committee discussed the *Formation of Steering Committee* recommendation, commenting that this was the most crucial step in the entire process. It was suggested that a member of the Town's recently contracted public relations firm be a member of the Steering Committee, especially during the early design and process phases. It was also realized that the Town must define parameters for the make-up of the Steering Committee. The Steering Committee could be made up of members of the Planning Commission, the Public Planning Committee, and Town Council. Another alternative would be to place people with process experience on the Committee to help guide the process, and that the Steering Committee would not act as decision-makers. The Public Planning Committee emphasized that the make-up of this Steering Committee must be done soon, and should come out the Public Planning Committee.
- Chairman Lennox reminded the Committee that Mr. Steven Ames recommended the Town concentrate on reaching out further than usual to solicit input for the *Civic Engagement* recommendation.
- For the *Local or Regional Focus* recommendation, the Committee clarified that the Steering Committee should have local representation only, and that regional groups would be part of an interview/solicitation process.
- The Committee discussed that the *Plan Ownership* recommendation is a break from past efforts, and it must be clear in responsibility and accountability. It was discussed that a kick-off celebration commence within the first 3 months of the project, with other celebrations done at intervals and at the end of the project.
- For the *Project Branding and Marketing* recommendation, the Committee believed a logo or short phrase was an important tool and it should be recognizable and simple in design.
- For the *Timeline and Cost* recommendation, the Committee discussed an earlier recommendation from Mr. Steven Ames of \$75,000-85,000 for a consultant. The Project Manager/Coordinator could be funded through the moderate proposed cost estimate of \$200,000 along with material costs, and a survey analysis. It was suggested that Mr. Steven Ames be included in this future endeavor in some capacity. The Committee discussed the need to define duties and responsibilities of the Project Manager/Coordinator, and what type of traits the individual should possess.

Chairman Lennox requested public comment. Several individuals spoke on the following issues:

- Be cautious on organizations participating in the *Project Funding* recommendation so they understand they are not possessing greater influence with increased financial participation.
- The Latino community should play a role in this effort.
- The Town should have a result before the Steering Committee is disbanded.

- The Steering Committee and participating organizations must be open minded and forward thinking, and include people who will be a part of the Town’s future.
- The Steering Committee should guide and steer, and include members who understand how to create a ‘process’. Members should have no bias. The Steering Committee should guide the process and let the Project Manager/Coordinator ‘make it happen.’
- Cost should not be a deterrent for this project.
- The job description of the Project Manager/Coordinator and the Steering Committee is crucial.
- Should the Project Manager/Coordinator be a member of the Steering Committee? This could be decided after Town Council discussion.

Ms. Likins made a **motion to forward** the following recommendation to Town Council for their approval:

Working with and encouraging the participation of civic, public and private partners, Town Council should authorize the development of a comprehensive long range Vision for Hilton Head Island. The purpose in developing the Vision is:

- to protect and enhance our quality of life,
- to coalesce the needs and desires of residents, visitors, and business owners, and
- to create a vision statement and long range plan which defines the program of work.

The process should be developed by a Steering Committee appointed by Town Council and managed by a project coordinator working closely with the Public Planning Committee, assisted by the Planning Commission and Town Staff. A consultant should be engaged at the commencement of the project, at critical intervals during the process, and at its conclusion.

Mr. McCann **seconded** the motion and the motion **passed** with a vote of 3-0-0.

## 6. New Business

Chairman Lennox recognized Julian Walls, Derrick Coaxum, and David DeLoach of the Town’s Facilities Management Division and Fire Chief Brad Tadlock and his staff for their assistance in this year’s St. Patrick’s Day Parade. Chairman Lennox stated it was well attended and successful, and our staff’s involvement contributed to its success.

## 7. Committee Business

None.

## 8. Adjournment

The meeting was adjourned at 4:00 p.m.

Submitted By:

Approved By:

04/07/2016

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Teresa Haley, Secretary

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Tom Lennox, Chairman

## ATTACHMENT

### PUBLIC PLANNING COMMITTEE MARCH 17, 2016

- ANALYSIS OF STEVEN AMES RECOMMENDATIONS:
  - COMPILE AND ORGANIZE DATA AS PART OF THE “KNOWLEDGE BASE” TO BE USED IN THE VISIONING PROCESS
    - COMPREHENSIVE PLAN
    - MAYORS TASK FORCE
    - VISION 2030
  - CONDUCT “GAP ANALYSIS” OF ELEMENTS IN “KNOWLEDGE BASE”, (VISIONS, GOALS, OBJECTIVES, STRATEGIES, TACTICS, ETC.) AND CREATE A MATRIX SHOWING:
    - ALIGNMENT
    - OVERLAP
    - CONFLICT
  - PROJECT OWNERSHIP: TOWN LED / COMMUNITY OWNED PARTNERSHIP
    - TOWN IS THE LEAD AND OTHER ORGANIZATIONS JOIN THE PARTNERSHIP
      - GIC, CHAMBER, COMMUNITY FOUNDATION, COUNTY, BLUFFTON, USCB, TCL, REALTORS ASSN., OTHERS
  - PROJECT FUNDING: TOWN AND OTHER PUBLIC-PRIVATE-CIVIC ORGANIZATIONS
    - SIGNIFICANT INVESTMENT IN TIME AND FUNDING
    - SHARED HUMAN AND FINANCIAL RESOURCES
  - PROJECT FUNDING: TOWN AND OTHER PUBLIC-PRIVATE-CIVIC ORGANIZATIONS
    - FINANCIAL AND NON-FINANCIAL (in-kind) SUPPORT
  - PROJECT CONSULTING ASSISTANCE: TARGETED CONSULTING
    - PROFESSIONAL/TECHNICAL

- PLANNING
  - MARKETING
  - BRANDING
  - RESEARCH
- ON-THE-GROUND PROJECT COORDINATOR AS LIASON
- PROJECT STAFFING: CONTRACT PROJECT COORDINATOR WORKING CLOSELY WITH TOWN, COMMITTEE, CONSULTANTS
  - COORDINATOR MANAGES THE PROJECT
- TYPE OF ENGAGEMENT: REPRESENTATIONAL AND PARTICIPATORY
  - REPRESENTATIONAL THRU A STEERING COMMITTEE
  - PARTICIPATORY THRU PUBLIC ENGAGEMENT
    - WORKSHOPS
    - HEARINGS
    - SURVEYS
    - SOCIAL MEDIA
- FORMATION OF STEERING COMMITTEE: PROCESS AND CONTENT DRIVEN
  - ESTABLISH GUIDING PRINCIPALS
  - RESPONSIBLE FOR:
    - OVERSIGHT AND MANAGEMENT OF PROCESS
    - COMMUNICATIONS
    - FACILITATION
    - RESEARCH AND DATA COLLECTION
- CIVIC ENGAGEMENT: SIGNIFICANT TARGETED PUBLIC ENGAGEMENT
  - TARGETED TO REACH ENTIRE COMMUNITY
  - ENGAGEMENTS DESIGNED TO FIT THE COMMUNITY
  - OUTREACH / OUTBOUND
- SCOPE OF CONTENT: BROAD, WHOLE-OF-THE-COMMUNITY
  - “HOW SHOULD OUR ISLAND LOOK AND FEEL IN 20 YEARS?”

- CONSIDER OUR ASSETS:
    - HISTORY, CULTURE, GEOGRAPHY, ENVIRONMENT, SPECIAL QUALITIES, OTHER?
  - CONSIDER OUR CHALLENGES:
    - ECONOMY, DEMOGRAPHIC, SOCIAL AND CULTURAL, TECHNOLOGY, OTHER?
- LOCAL OR REGIONAL FOCUS: ISLAND-CENTRIC FOCUS WITH AN ELEMENT FOCUSED ON THE IMPACT OF REGIONAL RELATIONSHIPS
  - STATE, COUNTY, OTHER MUNICIPALITIES
  - JASPER PORT
- PLAN OWNERSHIP: SHARED OWNERSHIP AND RESPONSIBILITY
  - TOWN AND COMMUNITY PARTNERS TAKE RESPONSIBILITY AND ACCOUNTABILITY FOR CERTAIN GOALS, OBJECTIVES, STRATEGIES, AND TACTICS
  - ANNUAL CELEBRATION AND REPORT TO THE COMMUNITY
- PROJECT BRANDING AND MARKETING: HIGHEST QUALITY
  - PROJECT BRAND/LOGO
  - PSA's
  - COMMUNICATION PLAN
  - COMMUNITY OUTREACH
  - WEBPAGE AND SOCIAL MEDIA
  - COMMUNITY EVENTS AND ACTIVITIES
- TIMELINE AND COST: EXPANDED TIMELINE AND MODERATE COST
  - 12-15 MONTHS
  - MODERATE COST ESTIMATE \$200,000
- COMMITTEE RECOMMENDATION