

**TOWN OF HILTON HEAD ISLAND**  
**Public Planning Committee**  
**Minutes of the January 12, 2017 – 10:30a.m. Special Meeting**  
**Benjamin M. Racusin Council Chambers**

Committee Members Present: Chairman David Ames, Kim Likins, Bill Harkins

Committee Members Absent: None

Town Council Present: Mayor David Bennett, Tom Lennox, John McCann

Town Staff Present: Charles Cousins, Director of Community Development; Shawn Colin, Deputy Director of Community Development; Tom Fultz, Director of Administrative Services; Teri Lewis, LMO Official; Brian Hulbert, Staff Attorney; Jennifer Ray, Planning & Special Projects Manager; Teresa Haley, Senior Administrative Assistant

Others Present: Alex Brown, Chairman of the Planning Commission

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**1. Call to Order**

Chairman Ames called the meeting to order at 10:30a.m.

**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**

Mr. Harkins moved to approve the agenda. Ms. Likins seconded. The agenda was approved by a vote of 3-0-0.

**4. Approval of the Minutes – Special Meetings of September 6, 2016 at 10:00a.m., September 6, 2016 at 2:00p.m., September 7, 2016, and September 8, 2016.**

The minutes of the Public Planning Committee special meetings of September 6, 2016 at 10:00a.m., September 6, 2016 at 2:00p.m., September 7, 2016, and September 8, 2016 were approved as submitted by general consent.

**5. Unfinished Business – None**

**6. New Business**

a) Diana Permar – Visioning Presentation

Chairman Ames welcomed all in attendance and recognized members of the Town Staff, Town Council, and community for their hard work and efforts in the Visioning process. Chairman Ames presented opening statements regarding Visioning as an opportunity to energize, unify, and drive the community toward relevancy in the future. Energizing the community is a key component to understanding the *why* of the Visioning process. The Visioning process should contain a statement of purpose and a call to action. The statement of purpose is the vision statement. The call to action is comprised of the strategies, accountability, priorities and timeline attached to the vision statement. The Vision process

connects the words of purpose with a commitment for action. The question posed in front of us today is how to achieve that successfully. Chairman Ames introduced Diana Permar, her vast background, and asked her to speak before us today.

Ms. Diana Permar presented statements regarding the many vision processes that she has been involved with over the past forty years for both private and public organizations. Ms. Permar explained her connection and involvement with Hilton Head Island throughout the years. Ms. Permar provided examples of her most prominent public projects with West Ashley, Charleston, SC Ports Authority, and ULI Reality Check in Greenville, Columbia, and the Charleston area.

Ms. Permar presented statements regarding key components to the vision process. Visioning is a significant component to creating community identity and enhancement of real estate values through intentional differentiation. The vision should create a pragmatic roadmap for quality growth, public-private partnerships, and community participation. Develop a quality plan for sustainability of natural beauty, economic viability, and experience for the Island. The power of story behind your community identity can connect all of these components and further provide economic value. The vision process for a public entity is typically the most difficult. Higher expectations are placed upon public entities for clarity of purpose, communication and strategy.

Ms. Permar stated the importance of *why* is in the center of the vision process. Ms. Permar noted “The Golden Circle”, a common and effective marketing method used to achieve success starting with the *why*. Understanding the purpose and *why* we are doing a vision will create clarity for the community. The vision statement should be positive, aspirational, and flexible to bring the community together for the future. A common set of facts should be connected to strategies that should be then implemented into goals. Short, mid-term, and long term goals should be established to engage and maintain community support. Objectives should include: identify and cultivate leadership; listen to public input and allow professionals to objectively analyze it; communicate a narrative to help stakeholders accomplish goals; and assign responsibilities to get people involved with the community and each other.

Ms. Permar stated vision should be comprised of the following: aspirations that are communicated through story, connection, and place; objectives, the *why*; accountability for goals set in measurable terms; and strategies. In terms of strategies, committees and consultants should share them; assist and encourage key programs and players; identify physical focus, such as the Circle to Circle Committee; add greenspace and create value; communicate clearly and effectively; focus efforts, funding, growth of stakeholder involvement; and leadership development and continuation. Form a vision so well that it doesn't get left behind and the next generation does not have to start over.

The Committee asked Ms. Permar how to focus on the *why* rather than trying to fix things. Ms. Permar stated to hold each other accountable, asking the question, “does this issue go back to the *why*?” The Committee asked Ms. Permar to expand upon public engagement as an iterative process rather than a linear process, strategy development linked with leadership, and the timing involved. Ms. Permar indicated that without an iterative process, some aspects may be without adequate support. Trust that this process will result in great ideas from the community and leadership development. The timing may be longer, but is worth the effort. The Committee thanked Ms. Permar for her time and presentation today.

**7. Committee Business**

a) Approval of 2017 Regular Meeting Schedule

Ms. Likins moved to approve. Mr. Harkins seconded. The 2017 Regular Meeting Schedule was approved by a vote of 3-0-0.

**8. Executive Session**

a) Contractual Matters

Discussion of negotiations incident to proposed contractual arrangements with Future IQ Contract

At 11:25a.m., Chairman Ames asked for a motion to enter into Executive Session for discussion of negotiations incident to proposed contractual arrangements with Future IQ Contract. Mr. Harkins moved to approve entering into Executive Session for the reason stated by Chairman Ames. Ms. Likins seconded. The motion passed by a vote of 3-0-0.

At 12:33p.m., Chairman Ames called the meeting back to order and announced there was no action taken as a result of the Executive Session.

**9. Adjournment**

The meeting was adjourned at 12:33p.m.

Submitted by: Teresa Haley, Senior Administrative Assistant

Approved by: January 26, 2017

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David Ames, Chairman