

**Hilton Head Island
Economic Development Corporation**

Tuesday, January 28, 2014

9:00 a.m. – Palmetto Electric Community Room

111 Mathews Drive

Hilton Head Island, SC 29928

Note: Please park and enter through the back of the building

REVISED AGENDA

As a Courtesy to Others Please Turn Off All Cell Phones and Pagers during the Meeting

- 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 Minutes from December 10, 2013**
- 4. Old Business – None**
- 5. New Business**
 - a. Review/discuss workshop results
 - i) Draft Vision
 - ii) Web content
 - iii) Executive Director Progress/Status
 - b. Input on drafting workshop results for a brief to Town Council
 - c. Schedule brief and a workshop with Town Council
- 6. Executive Session**
 - a. Discussion of potential contractual arrangements
- 7. Adjournment**

Please note that a quorum of Town Council may result if four (4) or more Town Council members attend this meeting.

**Hilton Head Island
Economic Development Corporation**

Minutes of Tuesday, December 10, 2013

Members Present: Steven Carb, Carlton Dallas, John Joseph, Diana McKenzie, Steve Riley, Tom Upshaw, Ray Wenig

Members Absent: Maryann Bastnagel

Town Council: Bill Harkins, John McCann

Town Staff: Charles Cousins

1. Call to Order:

Chairman Upshaw called the meeting to order at 9:00 a.m. in the Palmetto Electric Community Room.

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 Minutes from November 12, 2013

The minutes of November 12, 2013 were approved as presented.

4. Old Business: none

5. New Business:

a. Guest Speaker Kim Statler, Executive Director of Lowcountry Economic Alliance.

Mrs. Statler stated that the Lowcountry Economic Alliance, in simple terms, assists companies that want to relocate here and also help existing businesses grow. Lowcountry Economic Alliance is the first point of contact with the State Department of Commerce and we all try to work together.

Mrs. Statler touched on the items below:

- Back Office cluster operations include such services as call centers, technical support, processing facilities, and data centers.
- CareCore offers a seed for expanding the fast-growing medical related back office and records management niche in the Lowcountry.
- Steady flow of trained and experienced transitioning military personnel and spouses readily available in the Region.

- A greatly expanded Computational Science program at USCB, especially in applied studies related to other target industries such as logistics, light manufacturing, and aerospace.
- Increasing emphasis on entrepreneurship as an economic development engine, creating firms that will increase demand for local technical and IT support services.
- University of South Carolina at Beaufort (USC-B).
- Collaborative Pipeline Programs linking K-12, Technical College of the Lowcountry and USC-B.

Mrs. Statler also stated that we need advocates saying jobs matter. She stressed the need to encourage existing property owners to reinvest in their property.

It is necessary to have constant communication and coordination to work successfully with each other.

When it comes to pure IT, we do not have enough infrastructures to pursue. If we want to be high end IT state of art – cell tower connections needs to be fixed. We have to build a cluster on smaller niche targets. Don't force things here that don't fit.

We have asked Avalanche Consulting to look at Hilton Head Island branding. Potential prospects have a relationship with Hilton Head Island or Beaufort. We need to know where our visitors are coming from – what the “hot pockets” are. We need to capitalize on brand.

Mrs. Statler invited everyone to attend the Lowcountry Economic Alliance Board Meeting on Tuesday, January 14, 2014 at 9:30 a.m. taking place at the USCB Bluffton Campus. Amy Holloway, President of Avalanche Consulting will be presenting a target marketing study.

b. Update on Strategic Planning Workshop efforts.

Mr. Ray Wenig reported that IBM is trying to make a connection with a grant for the strategic planning workshop. USCB and the Technical College of the Lowcountry both declined to receive the grant as it did not fit within their mission. The Community Foundation of the Lowcountry may be able to accept the grant for the Economic Development Corporation (EDC) as a “to be registered as a nonprofit”. Mr. Wenig will be meeting with the Community Foundation of the Lowcountry later this week. In the meantime, Mrs. Bastnagel and Mr. Colin are collecting proposals from six facilitators. Then Mr. Colin, Mrs. Bastnagel, Mr. Upshaw and Mr. Wenig will make a selection.

c. Updates from recent Town Council Workshop related to EDC work.

Town staff will generate a memo listing items that Town Council assigned to the EDC - not as a priority just items that would be best routed through this group.

Mr. Dallas stated that he joined the Urban Land Institute (ULI) because of its very good programs covering a wide spectrum including land use and real estate development. He

also joined International Economic Development Council (IEDC) which is a nonprofit membership organization that globally attracts industry.

At 10:25 a.m. Mr. Joseph made a motion to go into executive session for contractual matters related to economic development projects. Mr. Wenig seconded. The motion passed unanimously.

At 11:15a.m. Chairman Upshaw opened the meeting and stated that no action was needed from executive session.

6. Adjournment

There being no further business, the meeting was adjourned at 11:15a.m.

Respectfully submitted:

Eileen S. Wilson
Sr. Administrative Assistant
Community Development

G. Thomas Upshaw, Chairman

Hilton Head Island Economic Development Corporation

Mission Statement

(Note: A Mission Statement articulates the purpose of the organization, why it exists, what it does and for whom. It should communicate purpose and intention to employees, customers, vendors and other key stakeholders. It focuses on the present.)

Encourage, develop and enhance local economic development and redevelopment required to sustain the quality of life on Hilton Head Island over the long term. Create a climate to attract and retain business investment potential, broadening and deepening the economy by coordinating economic regeneration under a singularly focused business entity.

Vision Statement

(Note: A Vision Statement outlines the goals and aspirations of the future. It is more specific than a Mission Statement, creating a mental picture of a future, successful state.)

Hilton Head Island will capitalize on its strong brand equity to be known as a great place to visit, live, work and conduct business. We will support proactive collaboration and communications among the citizens, businesses, communities, and organizations of the Greater Lowcountry so that working together, we will enable the economic viability of our Island for generations to come.

We will achieve this Vision by:

- **Developing a plan and identifying funding sources to address infrastructure challenges in key thoroughfares in commercial areas, including office space and telecommunications/network capabilities;**
- **Attracting new businesses, especially in emerging sectors that create high-quality jobs, via engagement with existing businesses and educational institutions, removing barriers to entry, and targeted, digital marketing efforts; and**
- **Supporting existing businesses by providing access to expert resources and removing obstacles that impede growth.**