



The Town of Hilton Head Island Regular Finance & Administrative Committee Meeting

**Tuesday, June 9, 2015
2:00 p.m. – Conference Room 3**

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**
 - a. Finance and Administrative Committee Meeting, 2:00pm June 2, 2015
- 4. Unfinished Business**
None
- 5. New Business**
 - a. Discuss Bond Expense in dollar amount and percent of budget and Debt Cap philosophy
 - b. Telephone interview with prospective Facilitator for annual Town Council strategic planning workshop.
- 6. Adjournment**

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

**TOWN OF HILTON HEAD ISLAND
FINANCE AND ADMINISTRATIVE COMMITTEE MEETING**

Date: June 2, 2015 **Time:** 2:00 p.m.
Members Present: John McCann, *Chairman*; Bill Harkins, Tom Lennox, *Council Members*
Members Absent: None
Staff Present: Susan Simmons, *Director of Finance*; Tom Fultz, *Director of Administrative Services*; Brian Hulbert, *Staff Attorney*; Nancy Gasen, *Director of Human Resources*; Erica Madhere, *Finance Administrator*
Others Present: Kim Likins, *Council Member*; Eleanor O'Key, *Lowcountry Inside Track*; Jocelyn Staigar, *Hilton Head Island Realtor's Association*; Ray Deal, *Hilton Head Island-Bluffton Chamber of Commerce/VCB*; Eric Summerfield and Members of the public
Media: None

1. Call to Order:

The meeting was called to order at 2:05 p.m.

2. 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.

3. Approval of Minutes:

- a. Mr. Harkins moved to approve the Minutes from the Finance and Administrative Committee Meeting on May 19, 2015 at 2:00pm. Mr. McCann seconded, and the motion passed with a vote of 2-0 (Mr. Lennox did not vote as he was not in attendance at the May 19th meeting).

4. Unfinished Business:

None

5. New Business:

a. Economic Analysis Tools Presentation by Dr. John Salazar

Mr. Harkins welcomed Dr. John Salazar from the University of South Carolina Beaufort, and expressed the Committee's desire to start accumulating metrics from communities similar to Hilton Head to be able to analyze and develop an idea of how Hilton Head compares. Another desire is to be able to gather data on the impact of the Island's potential projects, for example, the Ironman, to be able to share more information with the public.

Dr. Salazar introduced Dr. Robert Carey, Director of Regional Economic Analysis Laboratory at Clemson University, and together, they presented to the F & A Committee.

Dr. Salazar and Dr. Carey explained their partnership, the economic analysis databases they use, and gave examples of projects they have worked on, such as the economic impact of second homes on Hilton Head Island, economic impact studies for the RBC Heritage, presented by Boeing, golf tournament, and the economic impact of bicycling on the Island. Data is gathered based on “boots on the ground” research by Dr. Salazar and his team, then plugged into the different databases they use to explore the direct, indirect, and induced spending and subsequently, the economic output. They presented a proposal for the types of services they could provide the Town, and gave examples of the data that could be gathered, then compared to the Town’s competitors. They would be able to deliver a quarterly economic report, annual economic cluster analysis, sector performance analysis and community comparisons. Dr. Salazar explained his team has been able to develop a baseline model with data that had been purchased from years 2007 through 2013 from IMPLAN, one of the economic modeling tools they use. Using this data, analysis of prevailing sectors of Hilton Head Island can be conducted, and Gross Regional Product can be determined. Dr. Salazar explained the USCB is matching a portion of the cost of this proposal, and the remaining costs for the purchase of additional data sets, and time spent by Dr. Salazar’s, Dr. Carey’s, and a research assistant, would need to be covered by the Town.

Dr. Carey presented more examples of analysis he has done throughout the State regarding indicators such as unemployment rates, labor force vs. employment, employment vs. population, regional GDP and region-to-region comparisons, GDP growth by region, top employers per region, and per-capita personal income. He is able to determine challenges and conclusions based on these types of analyses.

Dr. Salazar and Dr. Carey concluded their presentation and answered questions from the Committee on drilling down into the data to be able to understand what is driving Hilton Head Island’s revenue sources, figuring gross domestic product for the Town, and more specifics of data that would be needed to be purchased in order to conduct competitive analysis to other communities. The Committee and Dr. Salazar also discussed a study that is in the works about day-trip visitors to Hilton Head Island and the related economic and traffic impacts.

The Committee heard public comment from Jocelyn Staigar with the Realtor’s Association regarding the Association’s interaction with one of Dr. Salazar’s study, Act 388, and the possibility of looking at economic development based on the area’s non-owner occupied residences. The Committee also heard from Hilton Head Island resident Eric Summerfield about drilling down into certain categories and sub-categories of sectors, within their Economic Analysis tools. The Committee thanked Dr. Salazar and Dr. Carey for the very informative presentation.

6. Executive Session:

At 3:09 p.m., Mr. Harkins moved to enter into Executive Session to discuss the Town Manager Performance Evaluation. Mr. Lennox seconded and the motion was approved by a vote of 3-0.

Mr. McCann called the meeting back to order at 3:45 p.m., and announced there was no business as a result of the Executive Session.

At 3:45 p.m., Mr. Harkins moved to enter into Executive Session again to discuss the review process for the Town's Attorney. Mr. Lennox seconded and the motion was approved by a vote of 3-0.

Mr. McCann called the meeting back to order at 3:49 p.m. and stated there was no business as a result of the Executive Session.

7. Adjournment:

Mr. Harkins made a motion to adjourn and Mr. McCann seconded. All members voted in favor and the meeting was adjourned at 3:50 p.m.

Approved:

Respectfully submitted:

John McCann, Chairman

Erica Madhere, Secretary



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Contact Us

For general retreat inquiries, contact:

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If you call the School seeking facilitation help, Lydian will ask a few intake questions to help determine the nature of your request. To preview these questions, please see our Retreat Intake Form [3].

To help you consider retreat topics and begin to narrow your focus, consider the following potential retreat purposes:

Getting What You Want From Your Retreat

Potential Retreat Purposes	Intended Outcome, Result
1. Strategic Planning for Organization	<ul style="list-style-type: none"> Mission, vision and values and broad goals Organizational plan setting priorities for the near future (3-5 years)
2. Initiate Community Visioning Process	<ul style="list-style-type: none"> Shared vision for the future of your community Community vision and priorities for achieving long-term goals (10-20 years)
3. Setting Budget Priorities	<ul style="list-style-type: none"> Determine funding priorities for annual (or capital) budget
4. Developing Policy Priorities	<ul style="list-style-type: none"> Establish priorities for policy development or revision in the coming year
5. Program Review, Evaluation	<ul style="list-style-type: none"> Evaluate effectiveness and/or efficiency of programs and services
6. Working Relationships	<ul style="list-style-type: none"> Establish common expectations for working with others Strengthened abilities to work together as a team

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Links:

[1] <http://www.sog.unc.edu/user/15>

[2] <mailto:lydian@sog.unc.edu>

[3] http://www.sog.unc.edu/sites/www.sog.unc.edu/files/Retreat%20Intake%20form_0.doc



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Consulting Services

As elected and appointed leaders in your community, it is your job to:

- set vision and direction for your community;
- convene others that can influence the future;
- model strategic leadership so other organizations' can line up behind your vision

Often this work begins with a 1 to 2 day retreat to begin identifying priorities and setting direction. The School of Government helps the leaders of cities, counties, and other local or regional government units to conduct board retreats and can help you design, plan and conduct retreats to get your planning effort underway.

Contact [\[1\]](#) the School of Government to discuss your needs or seek an experienced and knowledgeable facilitator. The exploratory meeting is often free-of-charge but regular consulting rates will apply for more intensive work.

Examples of Retreat Topics We Can Facilitate:

- **Positive Problem Solving** — Learn the underlying principles and benefits of using an assets-based approach to problem solving. The emphasis is on practical application of this approach to specific work-related issues facing your leadership or management team.
- **Board Processes** — Local governments often first hold a board retreat to prepare to plan for their community's future. We can discuss your needs and aid in designing an agenda, facilitating effective and meaningful discussions on-site, or helping you seek a facilitator.
- **Citizen engagement** — Determine the degree of citizen and employee participation desired and how to design it into your planning process.
- **Data Analysis** — Identify specific key indicators about what your community currently looks like and begin to consider how you would like it to look in the future.
- **Organizational Assets** — Identify and build upon your organization's existing successes -- characteristics, talents, or processes -- to create your desired future.
- **Goal-setting** — Identify new strategic goals around areas of concern such as relationships, partnerships, leadership, infrastructure, staffing, services, products, policies, or processes.
- **Strategic Budgeting** — Help officials focus budget decision making to support priorities the board has already established.
- **Staff communication** — Clarify staff roles and expectations, develop plans to strengthen inter-departmental working relationships, and apply those relationships to the implementation of the strategic plan.
- **Train-the-trainer sessions** — Build in-house skills to aid organizations in their own strategic plan development, implementation, and management.

Taking your plans to the next level

Strategic plans remain dreams if not transformed into specific actions and operations. A key focus for any successful local government is to ensure that core activities and functions work in congruence with organizational or community strategies. If daily operations do not reflect the organization's strategies, then the benefit of thoughtful guidance is lost. Furthermore, projects which do not align with the organization's vision and goals potentially waste public resources.

Ultimately, the quality of public goods and services rest on the:

- linkage between well-developed and achievable policy goals,
- strategies selected to achieve these goals,
- action plans that use logic to develop and help realize goals, and
- specific initiatives and projects designed to implement the strategy.

Governing boards are designed to optimize strategic leadership. One of the central responsibilities of the governing board is to set direction for the future of the community and organization. Boards also have a responsibility to assure strategic goals are accomplished.

The School of Government offers strategic public leadership consulting services, resources, and courses [\[2\]](#) to help board and leaders stay focused on setting priorities and getting results.

How is this initiative different than traditional strategic planning?

This initiative is best billed as planning with greater impact.

- It emphasizes connections between your plan and other parts of the organization by adding project implementation, accountability, and follow-up to the planning.
- This enhanced public strategic leadership service will help local governments translate "big ideas" into measurable goals and action plans with tracking systems to ensure staff and decision makers are accountable.

Contact us [\[3\]](#) so that we can learn more about your specific needs and match you with the faculty or staff with the relevant expertise.

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Links:

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[2] <http://www.sog.unc.edu/node/191>

[3] <http://www.sog.unc.edu/node/193>