



## **The Town of Hilton Head Island**

### **Regular Town Council Meeting**

**February 21, 2017**

**4:00 P.M. EXECUTIVE SESSION**

**5:00 P.M. REGULAR MEETING**

**BENJAMIN M. RACUSIN COUNCIL CHAMBERS**

## **AGENDA**

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**As a Courtesy to Others Please Turn Off/Silence All Mobile Devices During  
the Town Council Meeting**

- 1) Call to Order**
- 2) FOIA Compliance** – Public notification of this meeting has been published, posted and distributed in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.
- 3) Executive Session**
  - a. Land Acquisition**

Discussion of negotiations incident to the proposed sale, lease or purchase of property:

    - (1) related to a parcel in the Mitchelville area.
  - b. The receipt of legal advice related to pending, threatened or potential claim related to:**
    - (1) ArborNature BZA Appeal
- 4) Workshop – 2017 Town Council Priorities**
- 5) Pledge to the Flag – 5:00 P.M.**
- 6) Invocation**
- 7) Proclamations and Commendations**
  - a.** Recognition of Participants and Presentation of Student Government Day Certificates
  - b.** Beaufort County School District Character Education Student of the Month
    - Hilton Head Island International Baccalaureate Elementary School  
Tyler Bennett– 5<sup>th</sup> Grade
    - Hilton Head Island High School  
Olivia Jackson – 12<sup>th</sup> Grade
- 8) Approval of Minutes**
  - a.** Town Council Meeting, February 7, 2017

**9) Report of the Town Manager**

- a. Town Manager's Items of Interest
  - (1) Town News
  - (2) Noteworthy Events

**10) Reports from Members of Council**

- a. General Reports from Council Report
- b. Report of the Intergovernmental and Public Safety Committee – Bill Harkins, Chairman
- c. Report of the Community Services Committee – Kim Likins, Chairman
- d. Report of the Public Planning Committee – David Ames, Chairman
- e. Report of the Public Facilities Committee – Marc Grant, Chairman
- f. Report of the Finance and Administrative Committee - John McCann, Chairman

**11) Appearance by Citizens**

**12) Unfinished Business**

None.

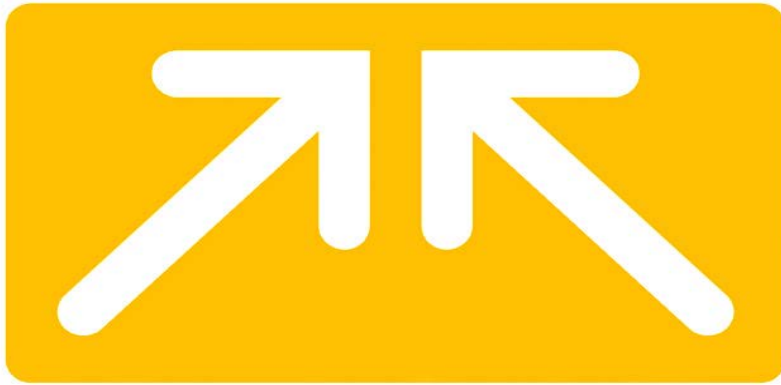
**13) New Business**

**a. First Reading of Proposed Ordinance 2017-01**

First Reading of Proposed Ordinance 2017-01 of the Town of Hilton Head Island, South Carolina, to Create Chapter 8 of Title 8 (Town Culture and Arts Advisory Committee) of the Municipal Code of the Town of Hilton Head Island, South Carolina; and providing for severability and an effective date.

**14) Possible actions by Town Council concerning matters discussed in Executive Session**

**15) Adjournment**



mejorando group



***MAYOR AND  
TOWN COUNCIL  
ADVANCE MEETING  
SUMMARY***

Facilitated by  
**PATRICK IBARRA**

**December 1-2, 2016**

# *HEADWINDS:* TRENDS IMPACTING THE COMMUNITY

## • Political

- Factions
- Expansion and contraction of government
- Misconception at state house about Beaufort County wealth
- Regionalization
- Tension island to region, island to state

## • Social

- Remaining relevant
- Changing values
- Speed of social media and changing technology
- Crime
- Respect for each other
- Aging population
- Cultural assimilation

## • Economic

- Competition for labor and impact from other communities
- Access to island
- Interest rates
- Port
- Poverty

- HHI Real estate values lag other markets
- **Hospitality/Tourism Industry**
  - Trends in golf course industry
  - Changing visitor demographics
  - Changing duration of stay by tourists
  - Rise and impact from day trippers
- **Fiscal**
  - Hurricane Mathew Clean-up costs
  - Act 388
  - Declining distribution of Local Government Fund
- **Quality of Life**
  - Infrastructure
  - Housing availability
  - Condominium complexities
  - Heirs property
  - PUDS and gated communities
  - Over-building
  - Education system
  - Health care
- **Environmental**
  - Global warming

# ***ROLE OF TOWN COUNCIL AS A COMMUNITY BUILDER***

- **Past Role**

- Less active
- Creating and managing growth

- **Current Role**

- Preparing for future
- Listening to younger population and all citizens
- Getting back to our roots – being on the cutting edge, leading as environmental stewards and building a bridge to the future
- Can't ignore base

- **Future Role**

- More active building the skeleton and using private sector to add the muscle
- Futurist
- Reinvigorate community pride and self-image
- Create climate for private investment
- Prudent risk taking
- Leadership

## ***KEY PRIORITIES FOR 2017***

**1. Visioning:** The schedule for the Visioning project will be provided to Mayor and Council on or before 1/31/17.

### **2. Heirs Property**

- A non-profit organization will be engaged for community outreach purposes under the auspices of the Planning Commission. The Planning Commission shall lead the process and help develop the scope of work for a consultant.
- By the end of 2017, the consultant hired to evaluate LMO changes to address Heirs property situations will have presented their recommendations to the Planning Commission and Town Council for consideration. One possible tool to be

considered is the creation of a heritage overlay.

**3. Regionalization:** In order to define the purpose and impact from pursuing a regionalization effort and factoring in the role of the Intergovernmental and Public Safety Committee, meetings with elected officials from other cities and the County elected officials will be held periodically throughout the year.

#### **4. Infrastructure:**

- By June 30, the Storm Water Plan from the County, including the fee arrangement/schedule will be considered by the Town Council.
- Staff will review the report recently submitted by the Telecommunication Task Force and provide recommendations for Town Council consideration.
- A Plan for the scheduling of private road improvements will have been accepted and



adopted by Town Council on or before December 31, 2017.

## **5. Cultural, Entertainment, Arts and Heritage Committee:**

- The structure under which the new Program Coordinator will function will be established in early 2017. Subsequently, the Program Coordinator will be hired.
- Phase 1 of the Venue Committee will be completed by March 31, 2017 and Phase(s) 2 and 3 presented to Town Council during in 2017.

## **6. Workforce Availability:**

- HOUSING: The Public Facility and Public Planning Committee will examine the issue via a task force and subsequently provide a series of recommendations to the Town Council.
- TRANSPORTATION: Town staff will review report recently submitted by the LRTA and provide recommendations on or before

March 31, for Town Council to consider adopting.

***TOWN OF HILTON HEAD ISLAND***  
***Student Recognition Award***

*presented to*

***Tyler Bennett***

*Hilton Head Island International Baccalaureate Elementary School, 5th Grade*

***Beaufort County School District***  
***Character Education Student of the Month***  
***December, 2016 - Compassion***

*“True compassion means not only feeling another’s pain but also being moved to help relieve it.”*  
Daniel Goleman

*Presented this 21st day of February, 2017*

*David G. Bennett, Mayor*  
*Town of Hilton Head Island*

***TOWN OF HILTON HEAD ISLAND***  
***Student Recognition Award***

*presented to*

***Olivia Jackson***

*Hilton Head Island High School, 12th Grade*

***Beaufort County School District***  
***Character Education Student of the Month***  
***January, 2017 - Perseverance***

*“Perseverance is not a long race; it is many short races one after the other.”*  
Walter Elliot

*Presented this 21st day of February, 2017*

*David G. Bennett, Mayor*  
*Town of Hilton Head Island*

**THE TOWN OF HILTON HEAD ISLAND  
REGULAR TOWN COUNCIL MEETING**

**Date:** Tuesday, February 7, 2017

**Time:** 4:00 P.M.

**Present from Town Council:** David Bennett, *Mayor*; Kim Likins, *Mayor Pro Tem*; David Ames, Marc Grant, Bill Harkins, John McCann, *Council Members*

**Absent from Town Council:** Tom Lennox, *Council Member*

**Present from Town Staff:** Steve Riley, *Town Manager*; Greg DeLoach, *Assistant Town Manager*; Charles Cousins, *Director of Community Development*; Brad Tadlock, *Fire Chief*; John Troyer, *Director of Finance*; Deputy Director of Community Development; Jayme Lopko, *Senior Planner*; Brian Hulbert, *Staff Attorney*; Cindaia Ervin, *Finance Assistant*; Melissa Cope, *Systems Analyst*; Vicki Pfannenschmidt, *Executive Assistant/ Town Clerk*

**Present from Media:** None

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**1) CALL TO ORDER**

Mayor Bennett called the meeting to order at 4:00 p.m.

- 2) FOIA Compliance** – Public notification of this meeting has been published, posted and distributed in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.

Mrs. Likins moved that Town Council change the order of the agenda and address Item #6.a. – Recognition of Participants and Presentation of Student Government Day Certificates prior to going into Executive Session. Mr. McCann seconded. The motion was unanimously approved by a vote of 6-0.

**3) Executive Session**

Mr. Riley stated he needed an Executive Session for the following: Land Acquisition: Discussion of negotiations incident to the proposed sale, lease or purchase of property: 1) related to a parcel in the Stoney area; and 2) related to a parcel in the Coligny area and the receipt of legal advice related to pending, threatened or potential claim related to: 1) ArborNature BZA Appeal and 2) the case of Karen Watson v. Town of Hilton Head Island.

At 4:06 p.m., Mrs. Likins moved to enter into Executive Session for the reasons stated by the Town Manager. Mr. Grant seconded. The motion was approved by a vote of 6-0.

Council returned to the dais at 5:05 p.m. and Mayor Bennett stated there was no action taken during Executive Session and nothing to address as a result Executive Session.

**4) Pledge to the Flag**

**5) Invocation**

**6) Proclamations and Commendations**

**a. Recognition of Participants and Presentation of Student Government Day Certificates**

Mayor Bennett recognized the participants and distributed the certificates at the beginning of the meeting as noted above.

## 7) Approval of Minutes

### a. Town Council Meeting, January 17, 2017

Mrs. Likins move to approve. Mr. Harkins seconded. Mrs. Likins noted that in reference to the 2017 Town Council Priorities attached to the minutes she felt Council needed to review them again and wordsmith some of the content for clarity. Mayor Bennett stated that after Executive Session on February 21, Council will hold a Workshop to address the issue. The minutes of the January 21, 2017 regular Town Council meeting were unanimously approved by a vote of 6-0.

## Report of the Town Manager

### a. CAFR and Audit Presentation for Fiscal Year Ended June 30, 2016 – Don Mobley, Scott & Company

Mr. Mobley presented the audit noting the Town of Hilton Head Island received an unmodified opinion which is the best report available. He thanks Mr. Troyer, Mr. Alm and staff and stated he appreciates having the Town as a client.

### b. USCB Quarterly Update

Mr. Riley referred to the reports in the packet and said staff was available if there were any questions. He added that there would USCB had scheduled a groundbreaking for Friday, February 10 and all of Council was invited to attend.

### c. Town Manager's Items of Interest

Mr. Riley reported on some items of interest. He distributed the Hurricane Matthew Update noting that it would take place twice monthly going forward.

## 8) Reports from Members of Council

### a. General Reports from Council Report

Mr. Grant stated he attended the MASC Hometown Legislative Action Day and during that time, he met with representatives from Fairfax and Hardeeville and discussed shared issues regarding US278, workforce and various bills going through the Senate and House. He suggested reaching out to them and inviting them to sit down and discuss the issues of interest. Mr. Harkins stated he was at the meeting and heard the same level of interest from Bluffton, Beaufort and other surrounding areas. Mayor Bennett asked Mr. Harkins to facilitate the meetings.

Mr. Grant requested a motion to discuss the Town Manager's contract and add it to the next Town Council meeting Executive Session agenda. Mayor Bennett stated he would take it under consideration but not for the next Town Council meeting due to time constraints but for the following one.

Mr. Ames stated he attended an event at St. James Baptist Church dealing with RUDAT 20 Years After. He said it was a presentation by Dr. Charles Jarrett who did the RUDAT 10 Years After in 2006. He encouraged all to obtain a copy of the report and read it. He referenced a recommendation for signage at the Native Island Communities and suggested the recommendation be revisited for application. Mr. Ames also addressed traffic congestion between the areas approaching Squire Pope and moving down towards Wildhorse Road onto the Cross Island Expressway. He expressed concern about the traffic with the upcoming RBC Heritage Golf Tournament and the summer months. Mr. Ames suggested that Darrin Shoemaker be given encouragement to take a look at the

timing of the traffic lights and any other ideas that might mitigate on a short-term basis a relatively quick time-frame non-capital improvements that might have an impact on our traffic flow for residents and guests. Mayor Bennett asked Mr. Riley if Mr. Shoemaker could review and report on it in the coming weeks. Mr. Riley stated Mr. Shoemaker has reviewed the issue and they will look at it again and report on some ideas. Mr. Riley stated the signage for Native Island Communities was addressed in the past and he would like to obtain the information compiled and work with Mr. Grant on resurrecting the project.

**b. Report of the Intergovernmental and Public Safety Committee – Bill Harkins, Chairman**

Mr. Harkins requested Council members identify three or four regional initiatives to address when reaching out to neighboring communities. Mr. Harkins reported the Committee met earlier in the week and Senator Tom Davis was present and reviewed highlights of Senator Davis's presentation. He said Mr. Davis began with recognizing that improvements on US278 are critical to the Island's future success. Senator Davis reported the State is planning an environmental study limited to a single lane at Mackey's Bridge. He said that the state and Beaufort County officials are discussing an expanded environmental study which would include a four mile corridor with an estimate of three million dollars with the ultimate construction costs could range anywhere from two hundred to three hundred million dollars. He added that the State is requiring funding sources for the costs before they will release funds for a larger environmental study. He said the State and County are working on resolving the parameters of the study. Mr. Harkins stated that Senator Davis is working on a coalition of municipalities for reimbursement for Hurricane Matthew costs at the State level. He added that they also discussed Act 388 and affordable housing initiatives. Mr. Harkins reported the Committee reviewed the 2016 4<sup>th</sup> Quarter Crime Stats provided by the Beaufort County Sheriff's office. He said there are continuing efforts to deal with the issues at Oceanwalk stating it is complex and they are committed to addressing and correcting the situation. Mayor Bennett noted during the crime stat report there were a number of drug issues and asked if that was something that would show up in Fire and EMS reports. He requested the data be sent to Council.

**c. Report of the Community Services Committee – Kim Likins, Chairman**

Mrs. Likins stated the Committee will meet on February 13. She said they have been working with staff on the job description for the Director and final changes are slated for the meeting. She said they have also been working with staff on the duties of an advisory board and once both are in place they will have a briefing by staff on how to move forward. She then addressed the item below:

- a. Consideration of a Recommendation for the establishment of a publicly created advisory committee to the Arts and Culture Network position.

Mrs. Likins moved to approve. Mr. Ames seconded. Jane Joseph thanked Town Council. The motion was unanimously approved by a vote of 6-0.

Mrs. Likins thanked staff for their efforts for Student Government Day.

**d. Report of the Public Planning Committee – David Ames, Chairman**

Mr. Ames announced, distributed and reviewed the schedule for the proposed Vision Project.

e. Report of the Public Facilities Committee – Marc Grant, Chairman

Mr. Grant reported the Committee met earlier in the week and reviewed the Mitchelville Lease and identified items that needed to be added or amended such as liability clause, business plan, maintenance issues and rules and procedures regarding activities and events. He said staff would be working on getting the items included in the lease. He said he met with members of the Mitchelville Preservation Project and they were on board with the additions. Mr. Colin reported that a couple of the items discussed at the meeting would not be part of the lease but a memorandum of understanding with the group. He said they will work to move it forward as quickly as possible. Mr. Colin noted that the documents would not be ready in time for the next Town Council meeting but they will bring both documents forward together. He also noted that the revised lease and MOU will go back to the Public Facilities Committee before coming to Town Council as a whole. Mr. Grant was in agreement.

f. Report of the Finance and Administrative Committee - John McCann, Chairman

Mr. McCann suggested a complete mid-year review of the Town's financials take place at the second meeting in March. Mayor Bennett stated he would take the suggestion under advisement. Mr. McCann clarified he would like it to be standard practice every year. Mayor Bennett stated he was not ready to set aside a meeting to have that level of discussion. He then asked Mr. Riley his thoughts. Mr. Riley stated that he may not be able to bring forward such detail and would have to speak with the Director of Finance. He added that a mid-year budget amendment is scheduled for April so the timing would be such that they would be well into preparation to report how the Town is looking and to devote a Finance and Administrative Committee meeting to the item is not a problem. Mayor Bennett stated he would assign the item to the Finance and Administrative Committee for the second meeting in March.

**9) Appearance by Citizens**

None.

**10) Unfinished Business**

None.

**11) New Business**

**a. Consideration of a Resolution – Visioning**

Consideration of a Resolution of the Town Council of the Town of Hilton Head Island, South Carolina creating the Vision Project Management Team composed of a broad range of stakeholders formed to develop a comprehensive long-range vision for Hilton Head Island.

Mrs. Likins moved to approve. Mr. Ames seconded. Mr. Grant suggested a local business person be a member of the team. Mr. Ames explained the vision process is designed to develop consensus about what the future of the community wants and then decides what is necessary to achieve it. He said the proposed project management team will consist of seven members and direct and oversee the efforts of the work involved in the vision project, assure the process is open, transparent and achieves the articulated goals and it will define the projects guiding principles and drive to facilitate change. He explained the team has the responsibility of the process going smoothly. He detailed the process of selecting team members. He reviewed each team member's resume and introduced those present. In answer to Mr. Grant's question he stated there will be a



think tank which will have membership of all facets and that's where the business owners will be involved.

Eric Somerville spoke in support of the Vision Project.

The motion was unanimously approved by a vote of 6-0.

**b. Consideration of a Request – Coastal Discovery Museum**

Consideration of a Request by the Coastal Discovery Museum for post Hurricane Matthew Funding.

Mrs. Likins moved to approve. Mr. McCann seconded. The motion was unanimously approved by a vote of 6-0.

**14) Possible actions by Town Council concerning matters discussed in Executive Session**

None.

**15) Adjournment**

Mrs. Likins moved to adjourn. Mr. McCann seconded. The meeting was adjourned at 6:10 p.m.

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Vicki L. Pfannenschmidt  
Executive Assistant/Town Clerk

Approved:

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David Bennett, Mayor



# ITEMS OF INTEREST

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## FEBRUARY 21, 2017

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### Noteworthy Events

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Some of the upcoming meetings:

- Public Facilities Committee – February 27, 2017, 10:00 a.m.
- Board of Zoning Appeals – February 27, 2017, 2:30 p.m.
- Design Review Board – February 28, 2017, 1:15 p.m.
- Construction Board of Adjustments & Appeals – February 28, 2017, 5:30 p.m.
- Planning Commission – March 1, 2017, 9:00 a.m.
- Venue Committee – March 1, 2017, 4:00 p.m.
- Public Planning Committee – March 2, 2017, 3:00 p.m.
- Intergovernmental & Public Safety Committee – March 6, 2017, 10:00 a.m.
- Finance & Administrative Committee – March 7, 2017, 2:00 p.m.
- Town Council Executive Session– March 7, 2017, 4:00 p.m.
- Town Council Regular Meeting – March 7, 2017, 5:00 p.m.

(Additional meetings may be scheduled and all meetings are subject to change and/or cancellation. Please visit the Town of Hilton Head Island website at [www.hiltonheadislandsc.gov](http://www.hiltonheadislandsc.gov) for Committee meeting dates and agendas.

### Hilton Head Island Events

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February 25, 2017 11:00 a.m. – 5:00 p.m.	Seafood Festival Island Recreation Association	Shelter Cove Community Park
March 12, 2017 3:00 p.m.	St. Patrick's Day Parade	Pope Avenue

# **MEMORANDUM**

**TO:** Town Council

**FROM:** Town Council Community Services Committee

**RE:** Proposed Ordinance Number 2017-01 Cultural and Arts Advisory Committee

**DATE:** February 21, 2017

**CC:** Stephen G. Riley, ICMA-CM, Town Manager  
Gregory D. DeLoach, Esq., Assistant Town Manager

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**Recommendation:** The Town Council Community Services Committee recommends that Town Council adopt an ordinance creating a Culture and Arts Advisory Committee.

**Summary:** The Community Services Committee met and reviewed a proposed ordinance that creates a Culture and Arts Advisory Committee that would be composed of up to 12 members. The primary function of the Committee is to advise the soon-to-be-created Culture and Arts Network Director.

**Background:** Town Council, in recognition of the need to market and promote the Island's rich and diverse entertainment, arts, culture, and heritage assets, has budgeted for a Culture and Arts Network Director that will be advised by a Culture and Arts Advisory Committee.

**AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND**

**ORDINANCE NO.**

**PROPOSED ORDINANCE NO. 2017-01**

**AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, TO CREATE CHAPTER 8 OF TITLE 8 (TOWN CULTURE AND ARTS ADVISORY COMMITTEE) OF THE MUNICIPAL CODE OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA; AND PROVIDING FOR SEVERABILITY AND AN EFFECTIVE DATE.**

**WHEREAS**, the Hilton Head Island Town Council, in recognition of the fact that the Island enjoys a rich and vibrant Entertainment, Arts, Culture, and Heritage (EACH) industry and that many residents support and desire to elevate EACH assets; and

**WHEREAS**, Town Council desires that Hilton Head Island be marketed to many as an EACH destination to promote the quantitative and qualitative benefits of EACH on the Island; and

**WHEREAS**, Town Council desires to educate residents and visitors about EACH offerings and increasing visibility and overall public awareness and understanding of the EACH community; and

**WHEREAS**, Town Council recognizes the need for the creation of a Culture and Arts Network Director (Director) that will work with a Council-created advisory committee; and

**WHEREAS**, Town Council believes that the creation of an advisory committee composed of EACH industry members and associated professionals will aid the Director in its duties and responsibilities in the development and implementation of a plan for the enhancement of the EACH community.

**NOW, THEREFORE, BE IT ORDERED AND ORDAINED BY THE TOWN COUNCIL OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA; AND IT IS ORDAINED BY THE AUTHORITY OF THE SAID TOWN COUNCIL:**

**NOTE: Underlined and bold-faced** typed portions indicate additions to the Municipal Code. ~~Stricken~~ portions indicate deletions to the Municipal Code.

**Section 1.** That Chapter 8 of Title 8 of the Municipal Code of the Town of Hilton Head Island, SC is hereby created as follows:

**“Town Culture and Arts Advisory Committee.”**

**Sec. 8-8-10. Creation.**

- (a) The Town Culture and Arts Advisory Committee (“Committee”) is hereby created pursuant to the authority of the Code of the Town of Hilton Head Island, South Carolina, chapter 13, section 2-13-10, “Establishment,” and shall have the organization, powers and duties set out in this chapter.
- (b) The Committee shall consist of up to twelve (12) members appointed by the Town Council. The Council shall seek members with experience in local entertainment, arts, culture, and heritage endeavors as well as experience in professions it deems appropriate to the fulfilling the mission of the Committee. The Committee members shall be appointed for a term of three (3) years; provided, however, that no member may serve more than two (2) successive terms except for extraordinary circumstances where town council believes it to be in the best interest of the community to have a continuation, for a specified period, of a particular member of the commission. This limitation shall not prevent any person from being appointed to the Committee after an absence of one (1) year. All terms shall be established to end on June 30 of the appropriate year and members shall serve until their successors are appointed and qualified. Vacancies shall be filled by the Town Council for the balance of the unexpired term. The Town Council may remove a member for cause after written notice and public hearing. The Committee shall elect a chairman and a vice-chairman from its members who will serve for one-year terms. It shall appoint a secretary who may be an officer or employee of the Town or of the Committee. No member of the Committee may hold elected public office in the Town or the County. The Committee shall meet at the call of the chairman or at such times as the Committee may determine. The Committee shall adopt rules for the conduct of business and shall keep a public record of all proceedings and shall record the votes of each member on each question. The Committee shall file reports on its activities to the Town Council on a quarterly basis.
- (c) In the fulfillment of its duties as outlined herein, the Committee shall have access to such Town facilities and staff assistance, subject to the control and direction of the Manager, as it may reasonably require.

Sec. 8-8-20. Powers and Duties.

The Committee will work actively and collaboratively with the Culture and Arts Network Director (“Director”) to achieve Town goals as follows:

- (1) Work with the Director to create an entertainment, arts, culture and heritage vision and strategy that complements the Town’s vision.

- (2) **Support the Director in elevating the profile of HHI’s entertainment, arts, culture and heritage offerings to residents and visitors by developing and implementing a comprehensive marketing and communications plan. Elements of that plan should demonstrate best efforts to include, but not be limited to, the following:**
  - a. **Integrating into Hilton Head Island branding and marketing efforts including targeted marketing programs such as found within the Town’s Designated Marketing Organization.**
  - b. **Facilitating a one stop shop hub for information about the entertainment, arts, culture and heritage community, products and services.**
- (3) **Assist the Director in establishing Hilton Head Island as a premier entertainment, arts, culture, and heritage destination including, but not limited to, obtaining and maintaining a South Carolina Arts Commission Cultural District status.**
- (4) **Work with the Director to integrate entertainment, arts, culture, and heritage into the daily fabric of Hilton Head Island life. Activities include, but are not limited to:**
  - a. **Formalizing a partnership between schools and the entertainment, arts, culture and heritage communities to provide greater exposure to such communities for students and support school-based entertainment, arts, culture, and heritage programs.**
  - b. **Expanding the variety and number of public art displays.**
  - c. **Sharing entertainment, arts, culture, and heritage resources and opportunities across the diverse Island population.**
  - d. **Integrating entertainment, arts, culture, and heritage assets into existing and new Island festivals.**
- (5) **Assist the Director in developing a plan to identify additional funding and measure plan progress through:**
  - a. **Exploring and applying for grants and other private/public funding vehicles.**
  - b. **Researching and designing a measurement system to track progress and demonstrate the value to the community of the entertainment, arts, culture, and heritage assets in terms of quality of life and economic impact.**
- (6) **Provide annual performance feedback to the appropriate supervisor based on predetermined goals and outcomes.**

**Section 2 Severability.** If any section, phrase, sentence, or portion of this Ordinance is for any reason held invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct, and independent provision, and such holding shall not affect the validity of the remaining portions thereof.

**Section 3 Effective Date.** This Ordinance shall be effective upon adoption thereof by the Town Council for the Town of Hilton Head Island, South Carolina.

**PASSED, APPROVED, AND ADOPTED BY THE COUNCIL FOR THE TOWN OF  
HILTON HEAD ISLAND ON THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 2017.**

**By: \_\_\_\_\_  
David Bennett, Mayor**

**ATTEST:**

**By: \_\_\_\_\_  
Victoria L. Pfannenschmidt, Town Clerk**

**First Reading: \_\_\_\_\_  
Second Reading: \_\_\_\_\_**

**APPROVED AS TO FORM:**

\_\_\_\_\_  
**Gregory M. Alford, Town Attorney**

**Introduced by Council Member: \_\_\_\_\_**