



Town of Hilton Head Island
Vision Project Management Team Meeting
Friday, August 18, 2017
2:00 p.m. – Benjamin Racusin Council Chambers
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 Agenda**
- 4. Approval of Minutes** –Special Meeting of July 26, 2017
- 5. Unfinished Business**
- 6. New Business**
 - a) Engagement Workshops
 - i) August workshops
 - ii) September workshops
 - iii) Remote options
 - b) Reconvening the Think Tank
 - c) Survey Update
 - d) Outreach and Communications
 - e) VPMT Engagement
- 7. Appearance by Citizens**
- 8. Adjournment**

Please note that a quorum of Town Council may result if a majority of their members attend this meeting.

TOWN OF HILTON HEAD ISLAND
Vision Project Management Team
Minutes of the July 26, 2017 –9:00 a.m. Special Meeting
Benjamin M. Racusin Council Chambers

Members Present: Chair Sandy West, Vice Chair Denise Spencer, David Ames, Alex Brown, Morris Campbell, John Lundin

Members Absent: Mark O'Neil

Town Council Present: None

Town Staff Present: Jennifer Ray, Emily Sparks

1. Call to Order

Chair West called the meeting to order at 9:00 a.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

Chair West requested an amendment the agenda to include a discussion of the Community Profile and Benchmarking Report.

Chair West requested a motion to approve the agenda as amended. Mr. Ames moved to approve. Vice Chair Spencer seconded. The motion passed with a vote of 6-0-1.

4. Approval of Minutes – Meeting of June 16, 2017; Special Meeting of June 23, 2017

Chair West requested a motion to approve the minutes of the June 16, 2017 meeting and the June 23, 2017 special meeting. Mr. Ames moved to approve. Vice Chair Spencer seconded. The motion passed with a vote of 6-0-1.

5. Unfinished Business

6. New Business

a) Think Tank

i) Debrief

David Beurle with Future iQ provided a debrief of the Think Tank and stated that it was a very successful event, and accomplished the intention of convening a cross-section of the community, facilitating a thoughtful discussion and crafting plausible scenarios for the future. Mr. Beurle provided an update regarding the Think Tank Report, which is in draft format.

ii) Exit Survey

Mr. Beurle provided an overview of the Think Tank Exit Survey and that participants shared positive feedback and felt that the exercise was valuable. Ms. Sparks asked VPMT to comment on the Exit Survey. Vice Chair Spencer expressed interest more in the timing

of the event and how it impacted attendance, and how it can inform the planning of future meetings. Staff will work on a plan to get feedback regarding timing in advance of the next Think Tank in October. Mr. Beurle shared that when Think Tank participants were asked in the Exit Survey if they would be willing to assist in the Engagement Workshop outreach 59% of respondents said they would, which in Future iQ's experience is a high response rate. Mr. Beurle also expressed that though there was commentary about the length of the Community Survey, that the vast majority of responses are positive. Mr. Campbell communicated positive feelings about the Think Tank, but also expressed the importance of reaching more young people and home owners that are not present.

b) Engagement Workshops

Ms. Sparks shared that a list of 20 potential locations for Engagement Workshops have been drafted based in part on the feedback and volunteers from the Think Tank. Staff intends to hold at least two events targeted to young adults and/or school children.

Mr. Brown expressed that the Think Tank gained a lot of momentum, and the importance of keeping people engaged by getting the Think Tank Report to the public in advance of the Engagement Workshops.

Mr. Ames stated that we were likely reaching people well online, but are missing the Island Packet readers. Mr. Ames suggested that the report be summarized and run as an Ad in the paper. Mr. Ames also expressed that he was impressed with the reach and diversity of the Think Tank participants.

Ms. Sparks asked Mr. Beurle to describe the goals and expectations of the Engagement Workshops. Mr. Beurle described the full scope of the visioning process and the role of Engagement Workshops in the process.

Chair West asked for more information on the outreach plan for the Engagement Workshops. Ms. Sparks provided an update on outreach activities that staff is working on.

c) Community Profile and Benchmarking Report

Mr. Beurle provided an update regarding the report, and the role it plays in the visioning process. Mr. Lundin asked for clarification on why and how the communities profiled in the report were determined.

d) Survey Update

Ms. Sparks provided an update regarding the Community Survey, and shared that members of the public had requested paper copies of the survey and volunteered to circulate those.

Vice Chair Spencer expressed that she has heard feedback around the survey indicating that because some topics were specifically mentioned that people felt it was pre-determining topics. Vice Chair Spencer expressed that Mr. Beurle did a good job at the Think Tank of setting the stage by providing global data and insights. Vice Chair Spencer expressed the importance of balancing the idea of not pre-determining the topics while giving enough ideas to generate feedback. Mr. Beurle expressed that the survey should have been framed more clearly as a step in a larger process, and ensured that it was not seen as the defining element of the vision.

Mr. Ames stated that an understanding of the entire process is important. Mr. Ames suggested that a diagram and explanation of the process be added to the website. Vice Chair Spencer suggested that a brief video of Mr. Beurle explaining the process would be really impactful. Mr. Campbell expressed support for creating a video, but also suggested localizing the message by engaging local faces in the video to encourage more participation and trust.

e) Outreach and Communications

Ms. Sparks shared that staff is exploring the use of mobile kiosks to place around the community in order to engage the public and build awareness for the initiative. Staff is also working on a way to recognize community members that are engaged and active in promoting the visioning process.

Mr. Brown asked Mr. Beurle how in the visioning process community members can express what is most important to them specifically. Mr. Beurle expressed that the process is designed to be very inclusive and transparent, and that the process overall is that the content is not pre-determined, but is coming directly from Islanders. The content from the Community Survey and Think Tank has been high level to-date, but the Engagement Workshops will deepen the content.

Mr. Brown commended Future iQ for making the portal available in Spanish. He also asked if the Think Tank Report would be available in Spanish, and if interpreters would be present at any Engagement Workshops. Mr. Beurle shared that, in addition to the portal, the Community Survey is also available in Spanish. Vice Chair Spencer suggested that we fully explore the options of translating the executive summary or the full Think Tank Report in to Spanish.

Mr. Ames asked if there was enough time in one hour and half at the Engagement Workshops for people to feel heard and that they provided value to the process. Mr. Beurle expressed that in their experience the workshop format works well.

Vice Chair Spencer asked if the VPMT attending an Engagement Workshop would be a detriment to the discussion. Mr. Beurle does not feel that their presence would be detrimental.

Ms. Sparks provided a general update on communications, including the publishing of the first project newsletter and its' impact. In addition, information was shared with POA managers, an interview was taped with WHHI, and discussions were held with the County to produce a short video. Staff is also in contact with Hilton Head Sun and Hilton Head Monthly and scheduling a meeting with the Island Packet. Ms. Sparks also provided an update about a post card mailing to build awareness for the Engagement Workshops. Mr. Brown encouraged staff to engage La Isla to reach Spanish speaking citizens. Mr. Brown also expressed the importance of reaching the parents of school-aged children.

Mr. Lundin expressed the importance of search terms, and that the project use HHIOurFuture as the search term.

Mr. Ames expressed the importance of engaging second homeowners and off-Island stakeholders. Mr. Ames also discussed the importance of community with a capital “C,” and what role the visioning process can play in uniting the community.

7. Appearance by Citizens

Chair West opened the meeting for public comment.

Jocelyn Staigar with the Hilton Head Area Association of Realtors expressed thanks for the work being done. Ms. Staigar also expressed concern about the engagement of second homeowners and tourists, and the importance of doing so.

Eric Somerville expressed support for the visioning process.

Frank Babel expressed concern over growth.

8. Adjournment

Mr. Ames moved to adjourn. Vice Chair Spencer seconded. The meeting was adjourned at 10:40 a.m.

Submitted by:
Emily Sparks, Project Lead

Approved:

Sandy West, Chair