



The Town of Hilton Head Island
Our Plan Inclusive Work Group

Monday, August 12, 2019 at 4:00 PM

The Living Lab at Town Hall

AGENDA

As a courtesy to others please turn off / silence ALL mobile devices during the meeting. Thank You.

Work Group:

Fostering an Inclusive Multi-dimensional Community

- 1. Call to Order**
- 2. FOIA Compliance** - Public notification of this meeting has been published, posted, and distributed in compliance with the South Carolina Freedom of Information Act and the requirements of the Town of Hilton Head Island.
- 3. Welcome**
- 4. Discussion Items**
 - a. Development Team Feedback and SOAR Discussion
 - b. Our Plan Terminology Review
 - c. Begin 2010-2030 Comprehensive Plan Review
- 5. Staff Report/Updates**
- 6. Adjournment**

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

Please note that a quorum of the Planning Commission may result if five (5) or more of their members attend this meeting.



Town of Hilton Head Island
Our Plan Inclusive Work Group Meeting

Monday, July 22, 2019 at 4:00 pm
The Living Lab at Town Hall

MEETING NOTES

Work Group:

Fostering and Inclusive Multi-dimensional Community

Present from Work Group: Quincy Campbell, Ray Cox, Chris Kerrigan, Martin Lesch, Linda Piekut, Todd Theodore, Ahmad Ward, Jennifer Winzeler

Present from Town Council: None

Present from Town Staff: Taylor Ladd, Sheryse Dubose

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- The meeting began at 4:02 pm.
 - Sheryse DuBose opened the meeting with a recap of the Attributes Activity from the previous meeting.
 - Sheryse DuBose introduced the SOAR Activity for an Inclusive and Multidimensional Community Activity.
 - Group members spent a few moments identifying Strengths, Opportunities, Weaknesses, Threats, Aspirations, and Results to post on the wall display under the appropriate label.
 - The results for the SOAR activity are as follows:

Strengths

- Weather and Location
- Mitchelville makes us unique (3)
- Environment (3)
- Marketing Ourselves (2)
- Active Retirees (1)
- Tourism Industry
- Community Leadership (1)
- Moving Naturally (1)
- Natural Beauty
- Rich culture of Island makes it attractive and unique (3)
- Environmental Preservation – Keeping the natural habitat in tact (2)
- Education (Retirees/Experts) (3)
- Training others to become teachers, doctors, lawyers, and entrepreneurs (3)

- Companies collaborating with schools to advance students in career (3)

Further discussion for strengths included:

- Utilizing older volunteers was identified as a strength, but could be a potential weakness as the Island may lose that population.

Opportunities

- Workforce Development (1)
- Cultural Tourism (3)
- Gullah Geechee Task Force (2)
- Balance Tourism v. Non-Tourism
- Collaboration between communities that are now somewhat segregated (1)
- Workforce or Low Income Housing
- Greater Education Options (2)
- Creating culturally aware environments at the grade school level will foster inclusion (1)
- Regional Partnerships (1)
- Partnerships with Arts and Cultural Organizations (1)
- Better Public Education
- Grow Low and Moderate Housing (1)
- Educate about culture and history starting with teachers (3)
- STEAM Education
- Grow environmentally and culturally oriented businesses

Further discussion for opportunities included:

- The lack of knowledge of the Gullah Geechee culture was identified as a threat however, there is the opportunity to share that knowledge.
- With land and culture being tied together, there is the opportunity to preserve growth.
- Adding history of Mitchelville and local culture to the curriculum.
- Understanding the value of day-trippers who spend money on cultural tourism.

Weaknesses

- Lack of Workforce Housing
- Unstable public school district (1)
- Income Inequality (4)
- Apathy in regards to embracing culture (2)
- Companies having more community recreation, social gatherings, tons of business, and training base
- Disconnect with “Haves and Have Nots”
- Economic Disparity (1)
- Uneven Services (1)
- May have less people available to volunteer in future (1)
- Lack of affordable housing

Further discussion for weaknesses included:

- Weather was identified as a strength, but could be a weakness in the future.

Threats

- Shrinking Middle Class (3)
- Tourism Traffic
- Affordable Housing (3)
- Lack of awareness about Gullah Geechee culture on Island (2)
- Housing, Commercial Property
- Loss of land belonging to Native Islanders (2)
- Neighboring cities and towns that are increasingly diverse and attractive

Further discussion for threats included:

- The need for more diversified educational opportunities for younger families

Aspirations

- Technological Connectivity
- Higher Paying Jobs (1)
- Income Equity (2)
- Diverse, Active Community
- More Connectivity (1)
- Community conversations that include all voices (1)
- Additional Education Opportunities (2)
- Affordable Housing, Public Water, Community Center, Colleges or Vocational School for all (1)
- Develop opportunities for the middle calls, young families to attract them here (1)
- Place for young families (1)
- Become a cultural arts center for the State of South Carolina and the Southeast (1)
- Housing Diversity (2)
- Gullah Geechee Preservation (5)
- All aspects of Town policy, marketing, and life reflect a multi-dimensional community
- Protecting environment and culture
- Education that includes local and diversity focus (1)
- Inclusiveness
- Diversity within communities to create a more colorful exciting over-all experience
- Young families will feel connection and to relocate to the area (1)

Results

- Average age on the Island has decreased
- Established Arts District (1)
- Community where every person feels welcome and valued
- Less off-Island traffic due to housing and jobs on the Island
- More families moving to the Island (Increase in school attendance)
- Actual implementation
- Increase in job opportunities (2)
- Community representation across multiple levels where it can be seen and felt (2)
- People are coming to Hilton Head for reasons other than vacation (field trips, culture, art day trips).

- Culture, arts, and tourism becomes a comparable source of revenue and quality of life is improved.
 - Better Test Scores
 - Increase in small and medium businesses
 - More diversity in elected Town officials
 - Arts Center and District (3)
 - Larger population of younger families with school-aged children (2)
 - Bigger corporations, multi-community with different culture, accessible technology, social events, and adaptable environments (2)
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- After the Strengths, Opportunities, Weaknesses, Threats, Aspirations, and Results were identified, the work group was asked to place a dot on the ideas with which they felt were the most important. Sheryse DuBose explained that lack of dots on the post-its did not disqualify the idea.
 - Taylor Ladd invited the work group to attend the Development Team meeting on August 5th where the co-captains will provide a status report concerning the group's activities and discussions.
 - The meeting was adjourned at 5:19 pm.

Submitted by: Sheryse DuBose



OUR PLAN

SOAR ACTIVITY

Inclusive and Multidimensional Community Work Group

STRENGTHS

What Hilton Head Island does well, along with its key assets, resources, capabilities, and accomplishments.

Work Group Results

Weather and Location
 Mitchelville makes us unique (3)
 Environment (3)
 Marketing Ourselves (2)
 Active Retirees (1)
 Tourism Industry
 Community Leadership (1)
 Moving Naturally (1)
 Natural Beauty
 Rich culture of Island makes it attractive and unique (3)
 Environmental Preservation – Keeping the Natural Habitat in Tact (2)
 Education (Retirees/Experts) (3)
 Training others to become teachers, doctors, lawyers, and entrepreneurs (3)
 Companies collaborating with schools to advance students in career (3)

Discussion:

- Utilizing older volunteers was identified as a strength, but could be a potential weakness in the future as the Island may lose that population.

OPPORTUNITIES

Circumstances that could be leveraged for success. What can be done to improve upon our Weaknesses and Threats?

Work Group Results

Workforce Development (1)
 Cultural Tourism (3)
 Gullah Geechee Task Force (2)
 Balance Tourism v. Non-Tourism
 Collaboration between communities that are now somewhat segregated (1)
 Workforce or Low Income Housing

<p>Greater Education Options (2) Creating culturally aware environments at the grade school level will foster (Opportunities cont.) inclusion (1) Regional Partnerships (1) Partnerships with Arts and Cultural Organizations (1) Better Public Education Grow Low and Moderate Housing (1) Educate about culture and history starting with teachers (3) Steam Education Grow environmentally and culturally oriented businesses</p> <p>Discussion:</p> <ul style="list-style-type: none"> • Lack of knowledge of the Gullah Geechee culture was identified as a threat however, there is the opportunity to share that knowledge. • With the land and culture being tied together, there is the opportunity to preserve both. • Adding the history of Mitchelville and local culture to curriculum • Understanding the value of day-trippers who will spend money on cultural tourism
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WEAKNESSES

Negative factors that detract from your strengths. These are things you may want to improve on.

<p><u>Work Group Results</u></p> <p>Lack of Workforce Housing Unstable public school district (1) Income Inequality (4) Apathy in regards to embracing culture (2) Companies having more community recreation, social gatherings, tons of business, and training base Disconnect with “Haves and Have Nots” Economic Disparity (1) Uneven Services (1) May have less people available to volunteer in future (1) Lack of Affordable Housing</p> <p>Discussion:</p> <ul style="list-style-type: none"> • Weather was identified as not only a strength, but a weakness.
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THREATS

External factors that you have no control over. You may want to consider putting in place contingency plans for dealing with them if they occur.

Work Group Results

Shrinking Middle Class (3)

Tourism Traffic

Affordable Housing (3)

Threats (cont.)

Lack of awareness about Gullah Geechee Culture on Island (2)

Housing, Commercial Property

Loss of land belonging to Native Islanders (2)

Neighboring cities and towns that are increasingly diverse and attractive

Discussion:

- Need for diverse educational opportunities for younger families

ASPIRATIONS

An expression of what you want to be and achieve in the future. A vision to build on current strengths, provide inspiration, and challenge the current situation.

Work Group Results

Technological Connectivity

Higher Paying Jobs (1)

Income Equity (2)

Diverse, Active Community

More Connectivity (1)

Community conversations that include all voices (1)

Additional Educational Opportunities (2)

Affordable Housing, Public Water, Community Center, Colleges or Vocational School for all (1)

Develop opportunities for the middle class, young families to attract them here (1)

Place for young families (1)

Become a cultural and arts center for the State of South Carolina and the Southeast (1)

Housing Diversity (2)

Gullah Geechee Preservation (5)

All aspects of Town policy, marketing, and life reflect a multi-dimensional community

Protecting environment and culture

Education that includes local and diversity focus (1)

Inclusiveness

Diversity within communities to create a more colorful, exciting over-all experience

Young families will feel connection and to relocate to the area (1)

RESULTS

Tangible outcomes and measures that demonstrate we've achieved our goals and aspirations.

Work Group Results

Average age on the Island has decreased

Established Arts District (1)

Community where every person feels welcome and valued

Less off-Island traffic due to housing and jobs on Island

More families moving to the Island (Increase in school attendance)

Actual Implementation

Increase in job opportunities (2)

Community representation across multiple levels where it can be seen and felt (2)

People are coming to Hilton Head for reasons other than vacation (field trips, culture, art day trips)

Culture, arts, and tourism become a comparable source of revenue and quality of life is improved

Better Test Scores

Increase in small and medium businesses

More diversity in elected Town officials

Arts Center and District (3)

Larger population of younger families with school-aged children (2)

Bigger corporations, multi-community with different cultures, accessible technology, social events, and adaptable environment (2)

Activity Date: 7-22-2019

Facilitated By: Sheryse DuBose