

THE TOWN OF HILTON HEAD ISLAND  
**MAYOR'S TASK FORCE FOR THE FUTURE**  
**MINUTES OF MEETING**

Minutes of the April 19, 2010 meeting

Time: 2:30 p.m.

Place: Hilton Head Public Service District, Community Meeting Room

*Members Present:* Dave Ames, *Chairman*; Marc Frey; Tom Barnwell; Steve Birdwell; Peter Kristian; Elizabeth Lamkin; Bud Shay; Kumar Viswanathan; Joe Harden; *Committee Members*; Drew Laughlin, *Council Liaison*; Steve Riley, *Town Manager*.

*Members Absent:* Gail Quick

*Others Present:* Thomas D. Peeples, *Mayor*; John Safay, George Williams, *Council members*;

*Staff Present:* Shawn Colin, *Senior Planner*; Sue Blake, *Executive Assistant to the Town Manager*.

**I CALL TO ORDER**

Chairman Ames called the meeting to order at 3:30 p.m.

**II 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.

**III APPROVAL OF MINUTES**

- **Regular Committee meeting of March 22, 2010**

Peter Kristian moved to approve. Bud Shay seconded. The minutes were approved unanimously.

Mayor Peeples thanked the committee for their hard work so far. He observed that his decision not to run for reelection did not diminish by one iota what they were doing. He asked if they would have their final report ready by the end of June. Dave Ames responded July 23<sup>rd</sup> was their target date. The Mayor responded that once they were able to complete their work, then it could go through the Town's processes.

**IV REPORTS FROM SUBCOMMITTEES**

- **Hospitality Subcommittee**

Steve Birdwell reported that the subcommittee met on April 3 and reviewed some recently obtained data from the Visitors and Convention Bureau. They also discussed the elements and drafting of their report. They would present an outline of their report at the next regular Task Force meeting.

- **Retirement Subcommittee**

Bud Shay said their subcommittee met that morning to receive the results of the survey. Mr. Shay provided a brief synopsis of those results. One significant indicator

from the survey was that over 80% of the respondents had bachelors degrees or higher. This survey also revealed that 47.2% of respondents had incomes between \$100,000 and \$499,000. There was a high level of importance attributed to “quality of life” features. Also receiving a lot of response was the Hilton Head Airport. Respondents felt it needed major improvement. Bud Shay said that their Subcommittee report would be presented at the May 10 meeting.

- **Business Subcommittee**

Kumar Viswanathan made a power point presentation of the Business Subcommittee’s draft report. The purpose of the report was to identify elements that were critical to a fertile Island business environment but were not dependent on the hospitality or retirement related businesses. (A copy of the power point will be posted on the website as an attachment to the minutes of the April 19, 2010 meeting.)

## V NEW BUSINESS

- **Quality of Life Measures – Marc Frey**

Chairman Ames observed that every part of the committee’s work was tied to quality of life issues. He was not sure if they all had the same way of measuring quality of life, so Mr. Ames asked Marc Frey to present a guideline. Mr. Frey talked about the variables involved in defining “quality of life” and suggested some rational evaluation criteria such as ambience, housing, jobs, crime, transportation, education, healthcare, recreation, and climate. (A copy of Mr. Frey’s handout will be posted on the website as an attachment to the minutes of the April 19, 2010 meeting.)

- **Vision for the Arts – Walt Graver**

Walt Graver, the founder and president of the Community Vision of Hilton Head Island addressed the Task Force committee. He explained the mission of his organization was to provide a year round high-quality arts and cultural program in a state-of-the-art facility. It was Mr. Graver’s expressed hope that when the Task Force reached the implementation stage of their project they would turn to Community Vision as the established arts and culture organization with whom to work.

- **Vision of Younger Islanders**

Jessica Gardo and Peter Beber introduced themselves to the committee. They are part of a group of about twenty five residents under the age of 45 who have met over the past six weeks to catalog their perspective on a future vision for the Island. Ms. Gardo and Mr. Beber enumerated the points of importance to their age group.

- **Public Comment**

Dot Lowell spoke about the importance of developing historic Mitchelville.

Mary Amonitti addressed the idea of ‘destination’ healthcare.

Perry White wondered if there was any comprehensive inventory of the arts and entertainment events being conducted on the Island throughout the year.

## VII ADJOURNMENT

The meeting was adjourned at 4:41 p.m.

**Hilton Head Island  
Mayor's Task Force  
Business Sub Committee  
Draft Report**

April 19<sup>th</sup>, 2010

# PURPOSE OF REPORT:

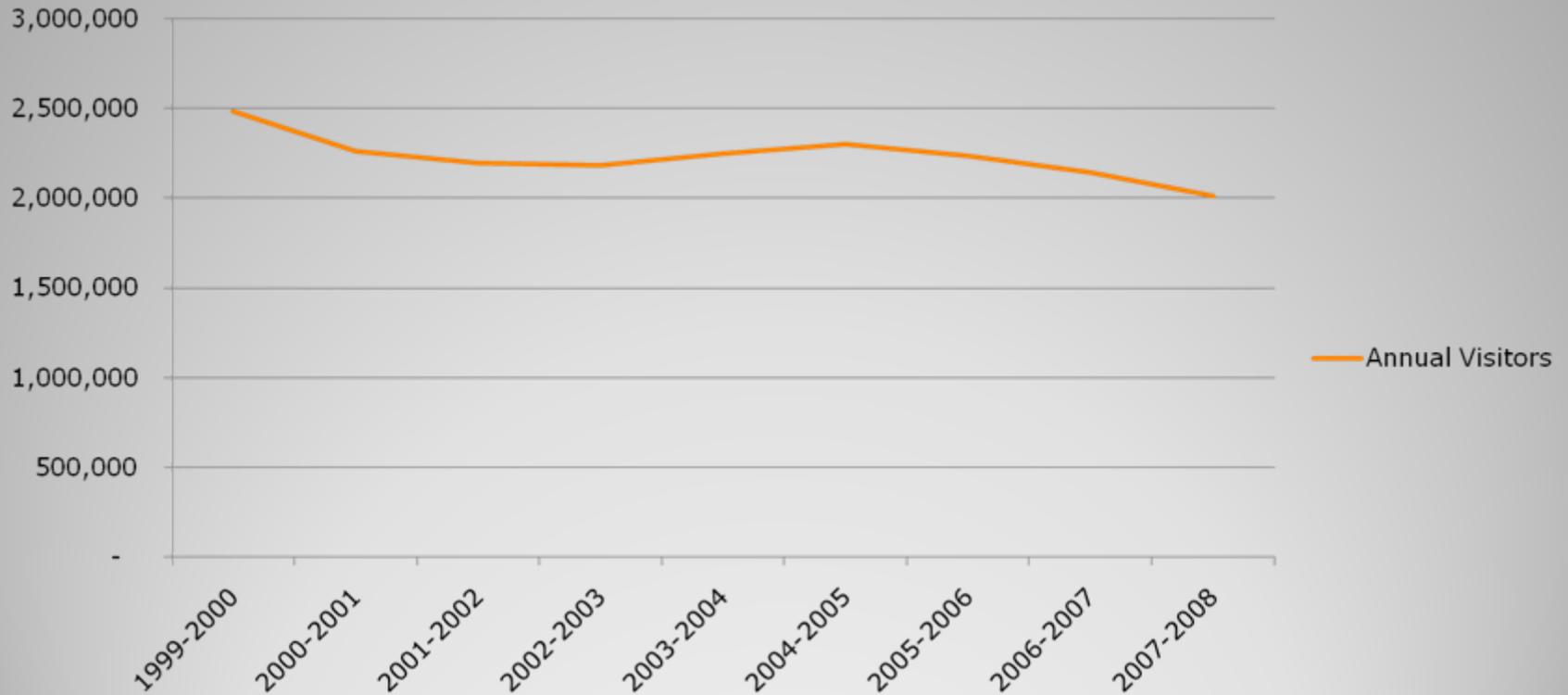
- To identify elements critical to a fertile, Island business environment
- New Businesses recommended do not depend per se on the hospitality and retirement sectors - but *leverage* of the capital and talent available in these sectors
- Recommend implementation strategies needed to implement and create environment for private sector to succeed
- ***These strategies, in effect will result in a gradual restructuring of the Island's economy***

## Justification for this sector:

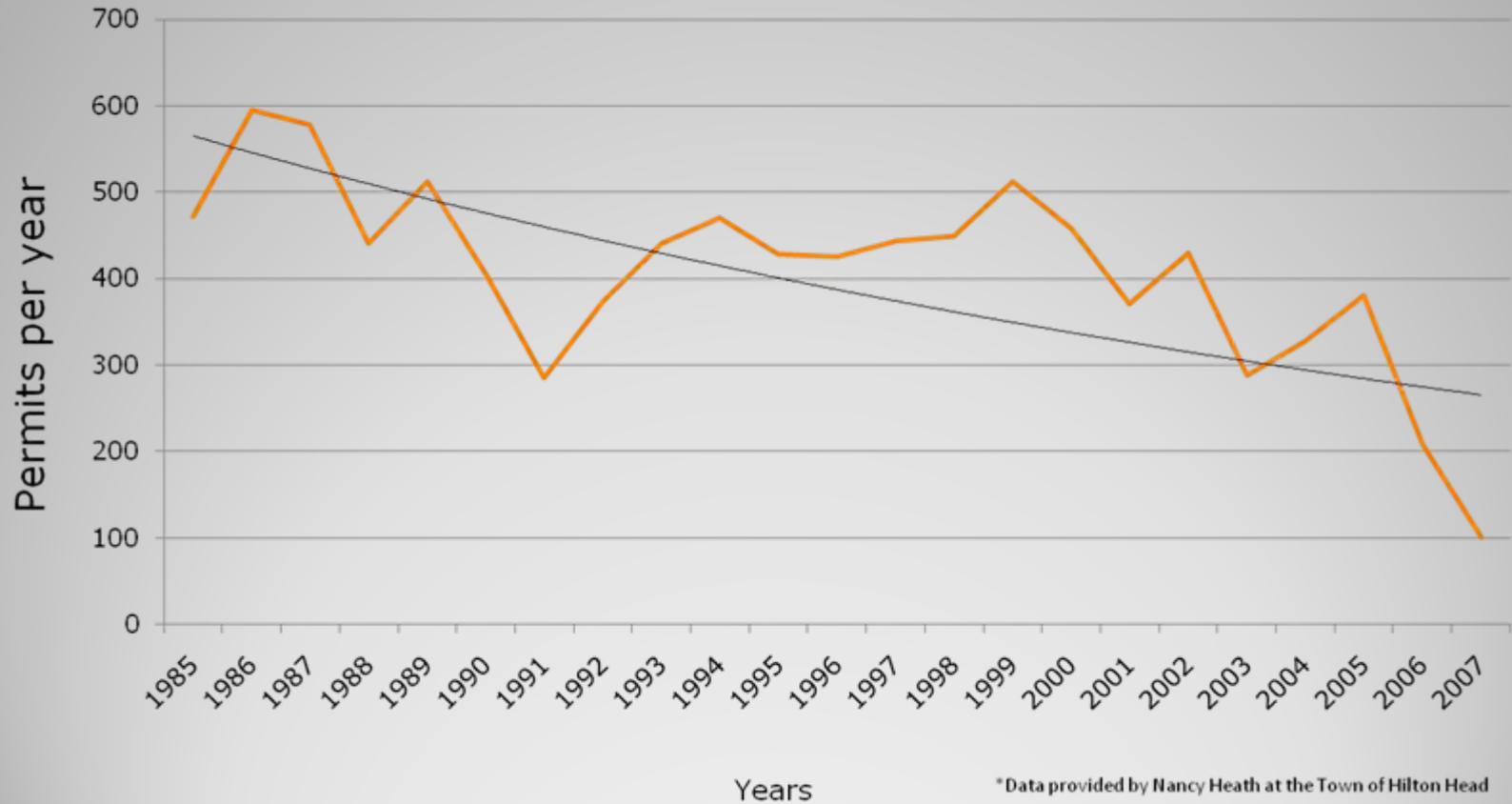
- Currently – Visitor Economy contributes between 64-70% of the “Gross Sales” of the Island economy (USCB –Salazar Report)

# Number of Visitors chart:

## Annual Visitors

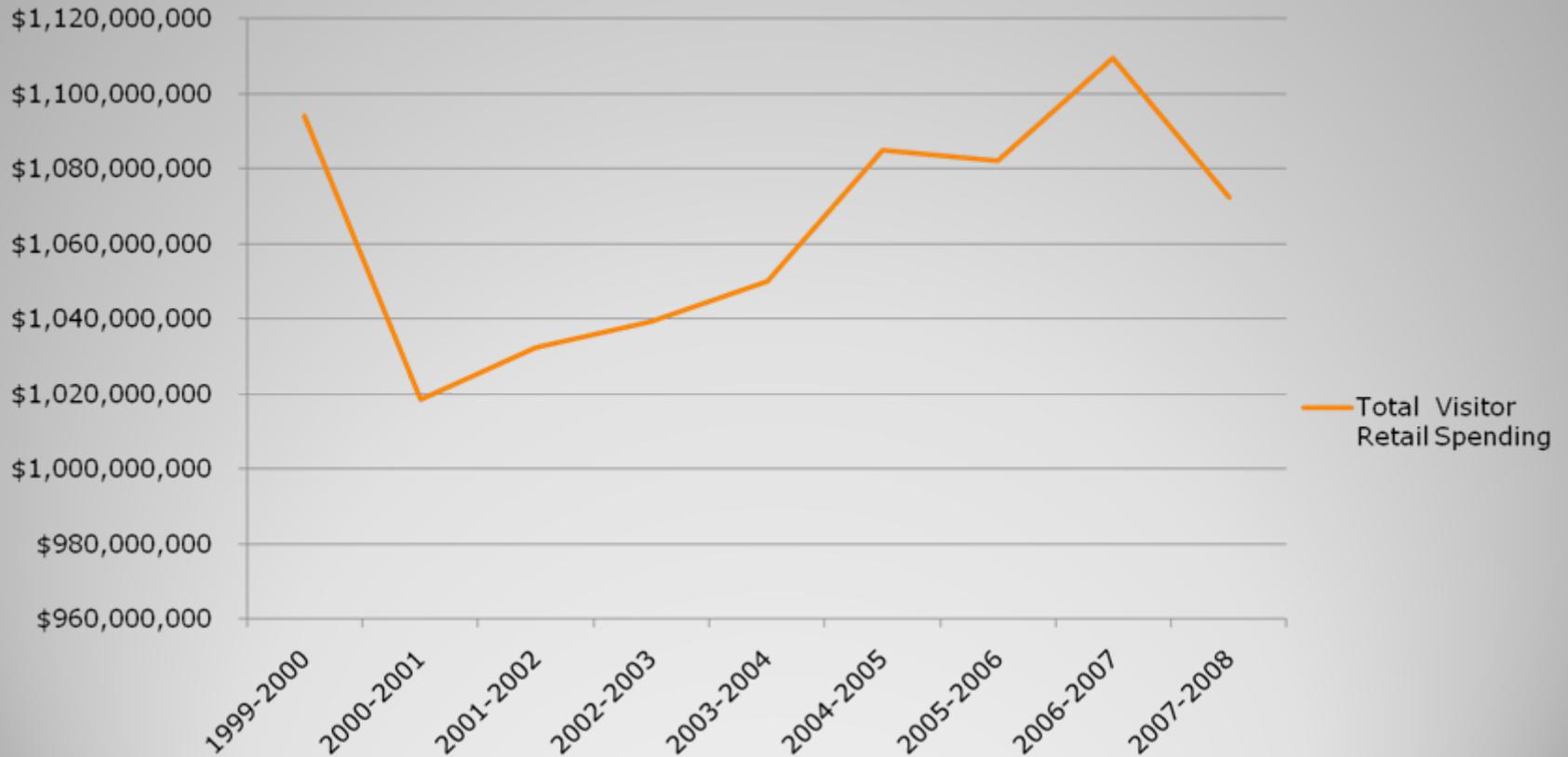


# Yearly New Single Family Building Permits

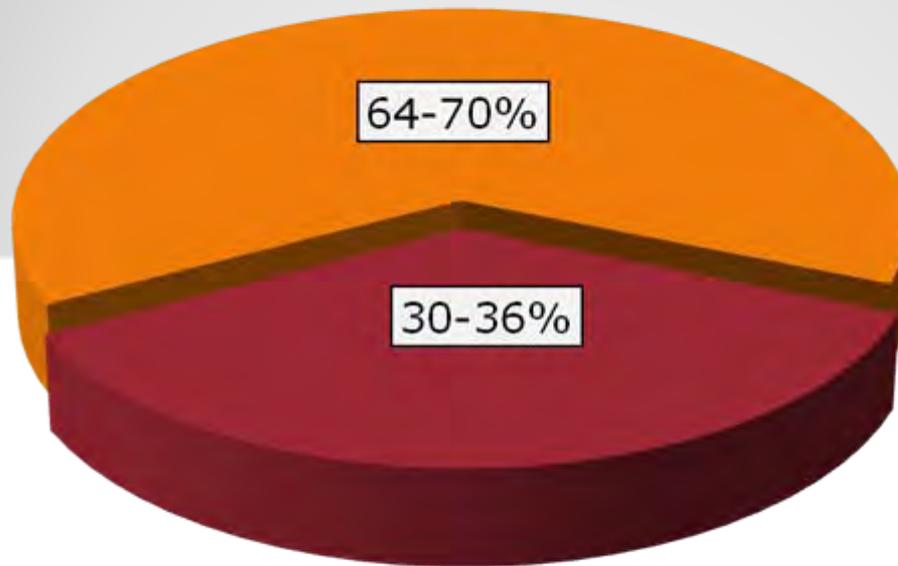


# Total Visitor Retail Spending:

## Total Visitor Retail Spending



## Visitor contribution to Island Economy



■ Visitor Contribution to Gross Sales

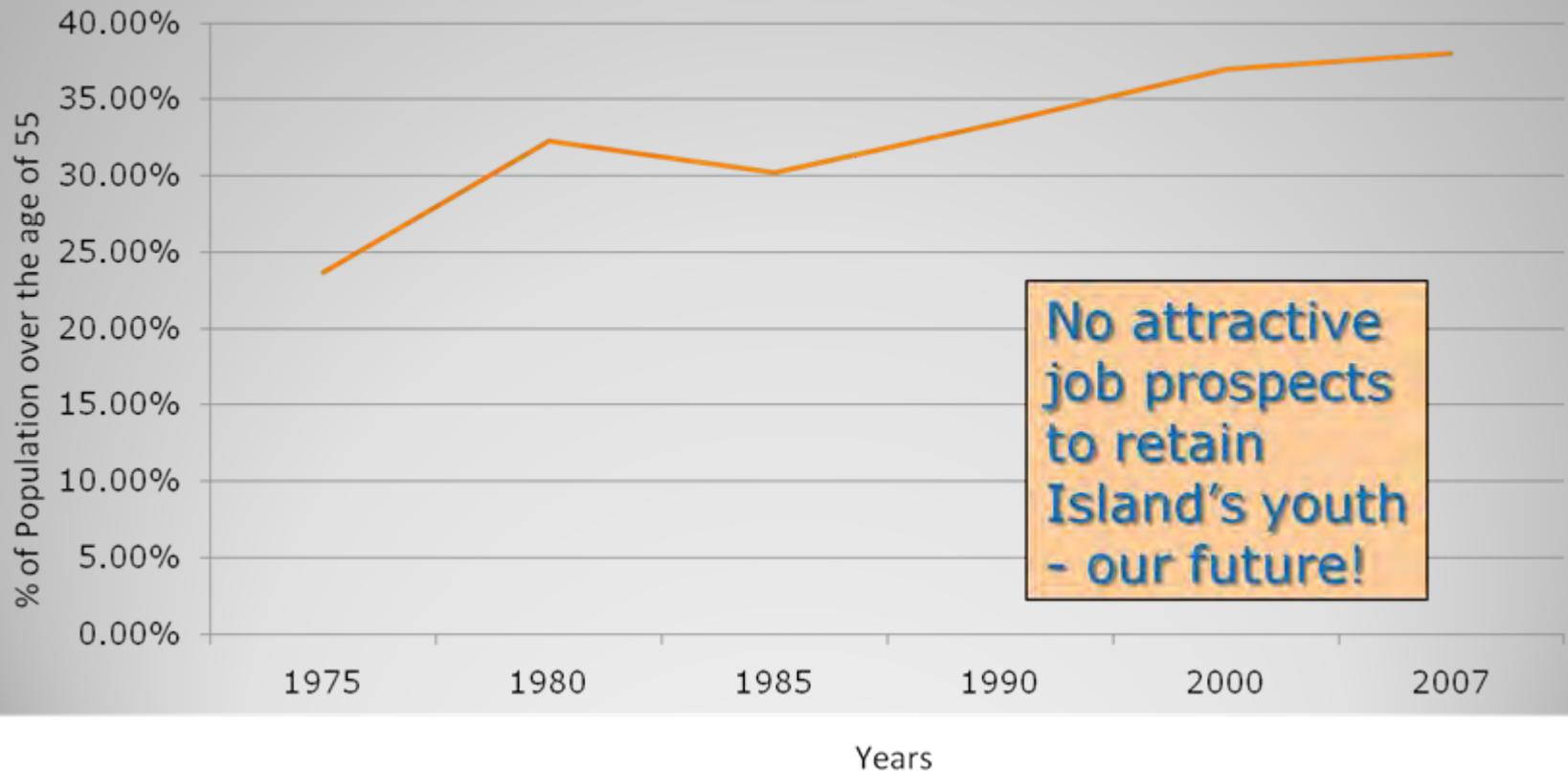
Source: USCB Report (Salazar) 2008 Data

# Justification:

- Having an economy that is approx. 65 to 70% dependent on single segment is not prudent
- How do we manage and harness the energy (funding capacity) to transform and broaden Island's economy?

# Hilton Head - Aging Population

**% of Population Over 55 Years of Age**  
Hilton Head Island, SC



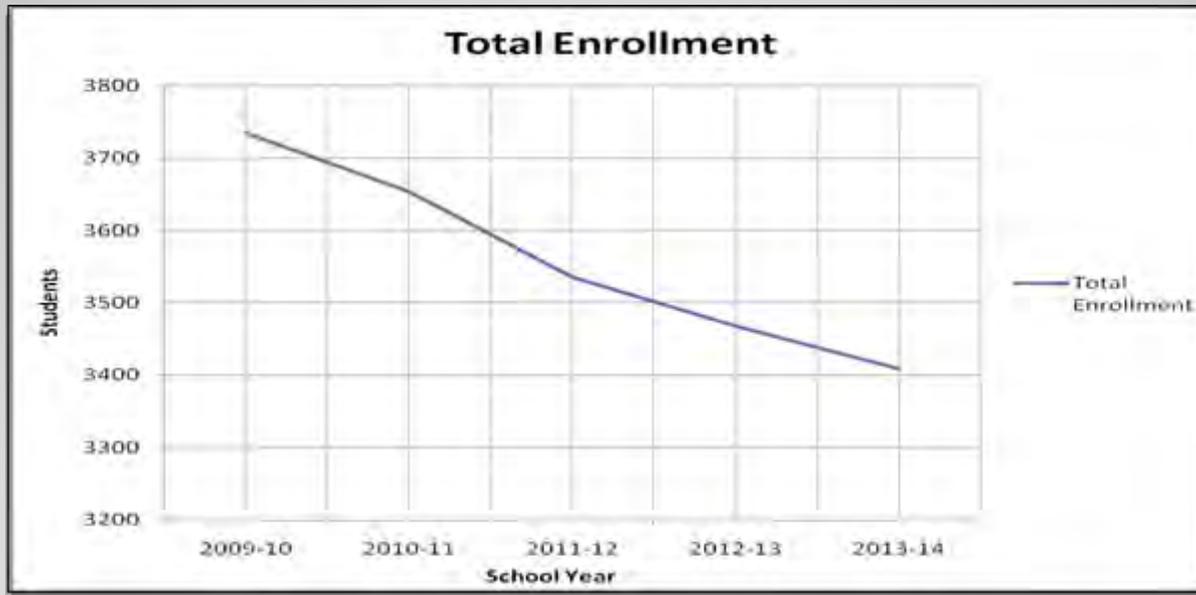
\* Data provided by the US Census Bureau  
\* The 2007 figure is an estimate

# Target Markets:

- “Knowledge Flow” businesses – connect retired business executives with entrepreneurs with “new” knowledge – Create Foundation like “Jumpstart” together with “Angel Fund”.
- Cleveland Ohio – “Jumpstart Foundation” – cooperative Venture between business leaders, Town Government and Foundations; \$9 million invested in 2008; \$75 million in local spending
- Littleton, Colorado – “Economic Gardening”; Since 1989 jobs doubled from 15,000 to 35,000

# Target Markets (Contd.):

- Education:
  - K through 12 – Enrollment declining; Need to create one of the top schools in Nation (U.S. News World Report)



# Learning Centers

- Higher Alternative Learning:
  - ✓ Institute for Community Planning
  - ✓ Center for Gullah studies
  - ✓ International School for Culinary Arts
  - ✓ Learning Center for the Arts – music, pottery, sculpturing, gardening
  - ✓ Learning Center for Languages
  - ✓ Learning Center for Ecology and LEED certified construction
  - ✓ Center for outdoor Recreational sports

# Market Segments (Contd.): Enhanced Health Care Services

- Medical Tourism/Destination
  - Wellness
  - Substance abuse programs
  
- Centers of Excellence
  - Medical University of South Carolina – Oncology Center
  - Medical University of South Carolina – Storm Eye Institute
  - Cutting Edge – Novartis – micro chip technology
  
- Expanding Health Care Continuum
  
- Emerging “Wildcard” Healthcare opportunities

## Benefits to quality of life:

- Creates community new wealth
- Attracts new, young, educated work force – reversing the “brain drain”
- Contributes to, while enhancing core values of Island – involvement, learning, legacy and shared prosperity

# Barriers and Response:

- Community – uninformed about trends, apathy – desire to maintain “status quo” – no such thing – “Either we are growing or we are dying” – **Change Attitude – Community/Town staff**
- Educate, inform and implement for community
- **Form “Economic and Redevelopment Commission” – similar to Planning Commission**
- Review, change and streamline LMO process – “Ready Angel” -welcome and walk applicants through the approval process.

# Priority List of essential conditions:

- Educated, fully informed citizenry who buys into recommendation – responsibility of Task Force to educate and inform in series of public forums
- Community, Town Council and Staff to buy into new vision
- Economic and Redevelopment Commission
- Knowledge Flow/Learning Center campus
- Update/improve wireless and communications technology Island Wide

## Priority List of essential conditions (Contd.):

- Improve air and road access to the Island
- Establish "Targeted Business Marketing Function"

# Some of the Vacant/underutilized Buildings



# Concern, implementation, follow through:

- New Vision – “Cool Town” to live, visit and work in
- Sense of Urgency
- Report – “sit on the shelf?”
- Commitment, follow through and implementation

1. Quality of Life (An interactive workshop)

2. What does it mean?

There is no scientific definition of the term "quality of life".

QL means something different for every person.

We all refer to it directly and indirectly: "I'm having a bad week", "This is a great neighborhood", "We have enjoyed living here", "It is hard to find a quality job", "There is nothing interesting to do here", "This place feels like home" etc.

3. There is a rational and emotional side to "Quality of Life"

The rationale side contains things that we can express in words, in numbers, that we can measure and to some extent quantify.

The emotional side is much harder to express, poets, journalists, photographers, musicians, comedians, filmmakers etc. are trying to capture this side.

The rational side deals more with the environment as it exists but it does not capture how well a place and its people are doing when it comes to live a "meaningful life".

4. The definition of Quality of life changes as our needs change.

Children, teen agers, singles, parents, retirees have different definitions of quality of life.

5. Why are we discussing Quality of life in the context of our mission?

The success of a community can be measured by how much QoL it can provide to its users.

If we define the main users on HHI as youth, working residents, retirees and visitors we have to ask ourselves what HHI offers to these groups. With other words the better our community is equipped to offer a high satisfaction ratio to these user groups, the more desirable a place to live, visit, work and retire it is. The more desirable the community is, the more successful it will be.

6. The four basic needs:

- |        |   |
|--------|---|
| ONE:   | <b>The need to live</b>                 |
| TWO:   | <b>The need to love</b>                 |
| THREE: | <b>The need to feel important</b>       |
| FOUR:  | <b>The need to experience diversity</b> |

7. Rational criteria to measure Quality of Life:

**Ambience**

Contains items like good food, bookstores, Visible Past, Lively Arts Calendar, People (age groups, diversity, education level, affluence, political spectrum)

**Housing**

Contains criteria like choices (rental, buying), affordability, liquidity, property values over time

**Jobs**

Contains criteria like number of new jobs, growth rate, new job quality, economic stability

**Crime**

Contains criteria like police strength, property crimes, violent crimes

**Transportation**

Contains criteria like daily commute, peak freeway traffic, Interstate highways, public transit, airline service

**Education**

Contains criteria like public schools, private schools, public libraries, colleges and universities

**Healthcare**

Contains criteria like general/family practitioners, medical specialists, surgeons, accredited hospital beds, physician residency programs, hospital services

**Recreation**

Includes criteria like golf, movie screens, amusement parks, zoos, aquariums, professional sports, college sports, outdoor recreation assets

**Climate**

Includes criteria like water, latitude, elevation, wind, urban development, climate, hazard free, seasonal affect

8. A different view using the “3B” model:

BEING (Physical being, Psychological being, Spiritual being)

BELONGING (Physical belonging, Social belonging, Community belonging)

BECOMING (Practical becoming, Leisure becoming, Growth becoming)

9. Two criteria that will be viewed as highly desirable in the future:

**TIME & SPACE**