

MAYOR'S TASK FORCE FOR THE FUTURE
Tourism Sub-Committee

Minutes of the March 18, 2010 meeting Time: 10:00 a.m.
Place: The Sea Pines Resort Welcome Center Conference Room

Members Present: Steve Birdwell, *Chairman*; Mark Baker; and James N. Richardson, Jr.

Members Absent: Marc Frey

Others Present: Susan Thomas, *Hilton Head Island-Bluffton Chamber of Commerce*

I CALL TO ORDER

Chairman Birdwell called the meeting to order at 10:10 a.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

- **March 11, 2010 Subcommittee Meeting**

James N. Richardson, Jr. moved to approve. Mark Baker seconded. The minutes were approved unanimously.

IV COMMITTEE DISCUSSION

Discuss and Review Sub-Committee Findings

- The Committee discussed the need to change the name of the Tourism Sub-Committee. The Travel Industry Sub-Committee and the Hospitality Sub-Committee were considered. There was a consensus that the name "Hospitality Sub-Committee" should be presented to the full Task Force.
- The Committee agreed to work on identifying groups of travelers to Hilton Head Island with the assistance of Susan Thomas.
- The Committee agreed there is a need to explore an information campaign, and if so, they need to hire a professional assistant to publish a series of articles.
- The Committee agreed to begin discussions on a vision and mission statement with the full Task Force and a facilitator.
- The Committee agreed there is a need to meet with the other two Sub-Committees.

Discuss Sub-Committee Report

- The Committee agreed they need further explanation on how their final report is to be prepared. Mr. Birdwell will meet with David Ames.

Adjournment

Chairman Birdwell adjourned the meeting at 12:10 p.m.