

TOWN OF HILTON HEAD ISLAND
FINANCE AND ADMINISTRATIVE COMMITTEE MEETING

Date: October 20, 2015 **Time:** 2:00 p.m.
Members Present: John McCann, *Chairman*; Bill Harkins, Tom Lennox, *Council Members*
Members Absent: None
Staff Present: Greg DeLoach, *Assistant Town Manager*; Brian Hulbert, *Staff Attorney*; Tom Fultz, *Director of Administrative Services*; Cindaia Ervin, *Finance Assistant*
Others Present: Kim Likins, *Council Member*; Charles Brown, *Marriott*; Tom Gardo, *Denarius Group, Inc.*; Eleanor O'Key, *Lowcountry Inside Track*; and other members of the community.
Media: None

1. Call to Order:

The meeting was called to order at 2:00 p.m.

2. FOIA 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 Minutes:

- a. Mr. Lennox moved to approve the minutes from the Finance and Administrative Committee Meeting on October 13, 2015 at 2:00 p.m. Mr. Harkins seconded, and the motion passed with a vote of 3-0.

4. Unfinished Business:

- a. **Public Communications RFQ Reviews/Finance & Administrative Committee identification of firms to be interviewed.**

Tom Fultz, Director of Administrative Services, reviewed the current phase of the selection process for the public communications firm. He stated that there was a maximum of 80 points available to receive and the remaining 20 points would be reserved for the onsite interview. Mr. Harkins asked if the selection team found any irregularities during the reference check process. Mr. Fultz responded that everyone was very responsive to the RFQ and met the qualifications that were presented. Each applicant was asked to provide a minimum of three references but no more than five and the individual selection team member reviewed two references for each firm. The references were then shared amongst the other team members, which allowed them to begin the scoring process. Out of six applicants, there were only two firms that scored the full 80 points.

Greg DeLoach, Assistant Town Manager, suggested the Committee prepare general questions to ask each firm, ask each firm to characterize one of their projects that is similar to the Town's requests, or choose a Town priority or project and allow each interviewee to provide a presentation on that topic. Mr. Lennox liked the idea of providing each firm with a Town topic to present. Mr. Harkins and Mr. McCann agreed that the Arts could be an interesting topic for presentation. Mr. Harkins stated that having one topic for each firm

allows each to showcase its process, techniques, and outline of thought. Hopefully, they define what the Town would like to see. The Committee members agreed the firms would present on the Arts and Cultural initiative.

Mr. Fultz explained that a line-item would be identified in the budget and with a total of \$100,000 towards public communications. He will ask each firm to bring a sealed-fee schedule providing hourly rates by tasks or skills. He discussed a task order example for Circle-To-Circle. The process would begin with the Town's management team and the firm sitting down to analyze what the initial scope of work would be, followed by documenting it with a task order. The task order will provide a specific itemized scope of work and grand total for doing that particular task. Through the use of task orders, multiple tasks could be assigned to this vendor at the same time.

The Committee decided that they would like to have two onsite interviews on October 27th at 1:00 p.m.

- b. **Public Communications Management: Recommendation that the public communication initiative be managed by one Council Member designee of Town Council and one Town employee designee of the Town Manager.**

Mr. McCann made a motion to select Kim Likins, Council Member and Greg DeLoach, Town employee, to manage the public communications firm. Mr. Harkins seconded, and the motion passed with a vote of 3-0.

5. **New Business:**

- a. **General discussion regarding level of Town financial review of ATAX recipients.**

Mr. McCann explained that when the Town decided to write the contract for the Hilton Head Island-Bluffton Chamber of Commerce/VCB, they decided consider the contracts with all major recipients of Accommodations tax (ATAX) funds. Mr. Harkins believes they should have criteria in selecting the next agreement to review. Factors should be size and the impact on the community. Mr. Lennox reflected on the original concept of funding which is a way to ensure that ATAX funds are being used in compliance with the South Carolina law. He also would like to effectively measure how the dollars are being spent to promote tourism. Greg DeLoach, Assistant Town Manager, suggested re-evaluating the grant letter for the ATAX recipients on the staff side. He stated that he would like to come back to the Committee in the near future with items that can be included as conditions of the grant award. Mr. McCann stated the Committee should speak with Mike Alsko, ATAC Committee Chairman, to see how the application process has changed and ask him questions to help them better understand the application process and whether he has any ideas for improvement. As an aside, the Committee and staff discussed ATAX grants vs affiliated agencies and whether some or all affiliates need contracts/grant awards/MOAs. Brian Hulbert, Staff Attorney, stated that the Island Rec Association's MOA is up for renewal in 2016.

6. Adjournment:

Mr. Harkins made a motion to adjourn and Mr. Lennox seconded. The motion passed with a vote of 3-0 and the meeting was adjourned at 2:45 p.m.

Approved: October 27, 2015

John McCann, Chairman

Respectfully submitted:

Cindaia Ervin, Secretary