

TOWN OF HILTON HEAD ISLAND
FINANCE AND ADMINISTRATIVE COMMITTEE MEETING

Date: August 4, 2015 **Time:** 2:30 p.m.
Members Present: John McCann, *Chairman*; Bill Harkins, Tom Lennox, *Council Members*
Members Absent: None
Staff Present: Greg Deloach, *Assistant Town Manager*; Tom Fultz; *Director of Administrative Services*, Erica Madhere; Finance Administrator, Cindaia Ervin, *Finance Assistant*
Others Present: Kim Likins, *Council Member*; Ray Deal, *Hilton Head Island-Bluffton Chamber of Commerce/VCB*; Eleanor O’Key, *Lowcountry Inside Track*; Jocelyn Staigar, *Hilton Head Island Realtor’s Association*, and other members of the public
Media: None

1. Call to Order:

The meeting was called to order at 2:35 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. Harkins moved to approve the Minutes from the Finance and Administrative Committee Meeting on July 28, 2015 at 10:45 am. Mr. Lennox seconded, and the motion passed with a vote of 3-0.

4. Unfinished Business:

None

5. New Business:

a. Discussion of future implementation and process of the Town’s new Public Communication Program and discussion of evaluation point factor system

Mr. McCann opened the meeting by stating that the vision for the Public Communications firm is that Town Council would agree which projects will go to them. He used the project example of Circle to Circle. If that project is nearing completion and ready to go out to the public, Town Council would vote for approval based on information from the hearings. He believes that would be a more uniform way to get the message out to the public.

Tom Fultz, Director of Administrative Services for the Town, explained that the solicitation for the Public Communications Firm has been issued to eight papers in the locations that the committee agreed upon. There were 14 firms that he identified through the Municipal Association and four said that they intend to respond along with one local company. The responses have to be submitted by September 1st at 1:30 P.M. He explained that he has developed a weighted point evaluation system for the RFQ that would give the selection committee a universal way to properly evaluate the responding firms.

During this process Mr. Fultz will review the incoming applications and verify that they meet the qualifications in order to be considered. If the application meets the responsive and responsible criteria, then they will be fully evaluated. At that time, the references will be checked and interviewed based on the scope of work the firm did for them. Mr. Fultz

stated that based on the information that is received from the interviews; the selection team will rank the firms using the point evaluation system individually. Then the team will meet as a group to review how each firm ranked and determine which will be brought in for interviews.

Greg Deloach, Assistant Town Manager suggested that he and Tom Fultz will go through the responses first using the point evaluation system and narrow down the selections with a complete evaluation and reference checks prior to bringing it to the Finance & Administrative Committee. Mr. McCann stated that he would like to see the Committee and Council Member Kim Likins on the selection team along with Mr. Fultz and Mr. Deloach. He later thought that a smaller selection team would be ideal but would discuss more options later.

The committee asked Kim Likins, Council Member her thoughts. She stated that her concern was that the selection team needs to have someone actively participating that understands and knows Public Communications. Mr. Deloach suggested that a council member participate on the selection team. After consideration, Mr. McCann thought that Mr. Deloach and Mr. Fultz should review incoming applications first and update the Committee at its September 15th meeting.

Mr. Deloach stated that once the firm is hired, there should be one point of contact for the day to day operations. Mr. Lennox stated that the firm that is selected will be speaking on behalf of the Town; however, they need to be sure that they go through the proper filters prior to broadcasting information on its behalf. Mr. McCann agreed with Mr. Lennox and added that any actual media releases should come from the Town itself.

The Committee heard public comment from Jane Joseph with the Arts and Cultural Strategic Planning Committee regarding the criteria for the type of media that the Public Communications firm would use to broadcast to the community. Mr. Fultz responded that in the RFQ response the Public Communications firm is to explain its processes and methodologies used successfully in the past on how to reach the citizens and the intended audience.

6. Adjournment:

Mr. Harkins made a motion to adjourn and Mr. Lennox seconded and the motion was approved by a vote of 3-0. The meeting was adjourned at 3:13 p.m.

Approved: September 15, 2015

Respectfully submitted:

John McCann, Chairman

Cindaia Ervin, Secretary