



**Town of Hilton Head Island
Public Planning Committee
Thursday, May 24, 2018 – 3:00 p.m.
Benjamin M. Racusin Council Chambers
AGENDA**

As a Courtesy to Others Please Turn Off All Cell Phones and Pagers during the Meeting.

- 1. Call to Order**
- 2. 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.
- 3. Approval of Agenda**
- 4. Approval of Minutes – April 26, 2018 Meeting**
- 5. Unfinished Business**
- 6. New Business**
 - a. Update on Marketing Plan for Trolley Service – Mary Lou Franzoni
 - b. Workforce Housing Initiative – Staff Updates
 - c. Alignment of the Chamber’s 2018-2019 Marketing Plan with the Town’s Vision
- 7. Committee Business**
- 8. Appearance by Citizens**
- 9. Adjournment**

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

Please note that meetings are now held on the fourth Thursday of each month at 3:00p.m.

TOWN OF HILTON HEAD ISLAND
Public Planning Committee
Minutes of the April 26, 2018 – 3:00 p.m. Regular Meeting
Benjamin M. Racusin Council Chambers

Committee Members Present: Chairman David Ames, Kim Likins, Bill Harkins

Committee Members Absent: None

Town Council Present: Tom Lennox, Mayor Bennett

Town Staff Present: Marcy Benson, Senior Grants Administrator; Shawn Colin, Deputy Director of Community Development; Charles Cousins, Director of Community Development; Carolyn Grant, Communications Director; Taylor Ladd, Senior Planner; Teri Lewis, LMO Official; Jennifer Ray, Planning & Special Projects Manager; Emily Sparks, Project Lead; Teresa Haley, Senior Administrative Assistant

1. Call to Order

Chairman Ames called the meeting to order at 3:00 p.m.

2. 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.

3. Approval of Agenda

The Public Planning Committee approved the agenda by general consent.

4. Approval of the Minutes – March 22, 2018 Meeting

The Public Planning Committee approved the minutes of the March 22, 2018 meeting by general consent.

5. Executive Session – Receive legal advice regarding the status of Edgewater legal options

Chairman Ames stated the Committee needs an Executive Session for receipt of legal advice regarding the status of Edgewater legal options.

At 3:01 p.m., Mr. Harkins moved to enter into Executive Session for the matter mentioned by the Chairman. Ms. Likins seconded. The motion passed with a vote of 3-0-0.

At 3:33 p.m., Chairman Ames called the meeting back to order and stated no action was taken in the Executive Session.

6. Unfinished Business – None

7. New Business

- a. Acceptance and Adoption of Vision and Strategic Action Plan

Ms. Sparks presented the Vision Project Management Team's (VPMT) recommendations. The VPMT recommends the Public Planning Committee forward the *Vision and Strategic*

Action Plan and attached recommendations (Exhibit A) to Town Council with a recommendation to accept the *Vision and Strategic Action Plan*, adopt the Vision, and approve the attached recommendations. Ms. Sparks introduced Denise Spencer, VPMT Vice Chair, to present additional statements.

In addition to the recommendations, Ms. Spencer presented the following suggestions to the Public Planning Committee and the Town Council:

- i. To continue and maintain the community dialogue that has started with this process;
- ii. To continue to engage all sectors of the community;
- iii. Find individuals and institutions willing to take an active role in the leadership and implementation of this plan;
- iv. Define key priorities and move forward maintaining the momentum that has started;
- v. Include public dialogue engaging all sectors of the community;
- vi. Look for some quick wins to show commitment and progress;
- vii. Establish a community partnership team to lead and champion the next phase;
- viii. Consider if a general consultant is needed to move this forward. If a consultant is needed, consider the involvement of Future iQ in the next phase for continuity, context, and clarity.

Ms. Spencer noted that some public sentiment exists for including some members of the VPMT in the next phase. The process was generally respected and trust has been established in some of the VPMT members.

The Committee thanked Ms. Spencer and the VPMT for their work. The Committee made comments and inquiries regarding: the importance of continuity of community trust; the next steps; concerns and issues to keep in mind as we proceed to the next phase; best direction provided through the Pillars on page 51, the *Opportunity and Risk Analysis* on page 52 of the report, and the *Key Metrics to Measure Future Success* on page 53; and oversight of the next phase will need to be decided by Town Council.

Chairman Ames recognized Carolyn Grant, Communications Director. Ms. Grant recently joined Town staff and she will help communicate the Vision to the community. Chairman Ames thanked and recognized members of the VPMT, Emily Sparks, and the members of the public who provided input and significant engagement in the Vision.

Ms. Spencer noted the timeline in the report is a suggested timeline. It is not intended to overstep or reprioritize other Town efforts. Appropriate timelines for all Town efforts should be considered.

Chairman Ames opened the meeting for public comments. Eric Somerville expressed his support for accepting the report and retaining Future iQ.

Upon the conclusion of the discussion, Chairman Ames summarized the recommendation before the Committee with the incorporation of Ms. Spencer's comments.

The Public Planning Committee recommended to forward the *Vision and Strategic Action Plan* and attached recommendations (Exhibit A) to Town Council with a recommendation to accept the *Vision and Strategic Action Plan*, adopt the Vision, and approve the attached recommendations with the comments by Ms. Spencer on behalf of the VPMT (see above i-viii).

Mr. Harkins moved to approve. Ms. Likins seconded. The motion passed with a vote of 3-0-0.

b. Dissolution of VPMT

Staff recommends that the Public Planning Committee recommend Town Council adopt a resolution to dissolve the Vision Project Management Team.

Ms. Likins moved to approve. Mr. Harkins seconded. The motion passed with a vote of 3-0-0.

Chairman Ames invited public comments. Alex Brown recommended that if Town Council puts together a team of community members that it consists of individuals from the 30-40 age group.

Regarding Phase 2 of the Vision process, Town staff believes oversight should be given to the Planning Commission with project coordination led by staff. Oversight by the Planning Commission would ensure alignment and coordination between Phase 2 of Visioning and the required rewrite of the Comprehensive Plan. The rewrite of the Comprehensive Plan is approaching and requires significant public engagement and communication. Comprehensive Plan work groups throughout the process will be composed of members of the public, subject matter experts, Town staff, and anchor institutions (the Chamber, PUDs, Hospital, Community Foundation of the Lowcountry).

The Committee discussed and made inquiries regarding staff's recommendation including: how the Future iQ recommendations would be integrated into staff's proposed work plan; community involvement and commitment in the first phase versus the second; the Comprehensive Plan should reflect the Vision; how to engage the community for support and principles that might lead to that support. There was in depth discussion on the Comprehensive Plan process, the Vision process going forward, the role of the Committee and staff in the process, and defining principles. Chairman Ames presented statements regarding the Committee and Staff working together to outline a process that meets certain principles for the next steps in the Vision process.

Chairman Ames recommended the Public Planning Committee adopt the following principles for Phase 2 of the Vision to forward to Town Council:

- Continuing to be open and transparent;
- Continuing general public involvement and input;
- Ensuring anchor institutions partnerships;
- Seeking outside talent at the highest level (Future iQ or as appropriate);

- Specifying responsible parties and timelines;
- Developing meaningful metrics for individual pillars;
- Creating a scorecard for overarching community metrics;
- Aligning the Comprehensive Plan with the Vision;
- Continuing communication with the community about: the Vision, its purpose and benefits – explaining the “*why*”, understanding embracing change, and adapting to new ideas.

Ms. Likins moved to approve. Mr. Harkins seconded.

Chairman Ames asked for public comment on the motion.

Eric Somerville made statements about his proposal for affordable housing.

Morris Campbell made statements regarding the importance of continuing community engagement for the future.

Clayton Rollison made statements regarding communication and creating partnerships.

Alex Brown expressed support for the Committee’s motion, managing expectations and moving toward the preferred future.

Frank Babel complimented staff and stated their plates are full. He suggested utilizing people in the community to help with the work.

Mayor Bennett asked Chairman Ames to outline his motion. Mayor Bennett added that the Town needs to begin to develop a plan for ensuring partnerships and get them working.

Upon the conclusion of public comment, Chairman Ames called for the vote. The motion passed with a vote of 3-0-0.

Chairman Ames then asked for a motion to recommend to Town Council that the Public Planning Committee with Staff develop a process for Phase 2.

Mr. Harkins moved to recommend to Town Council that the Public Planning Committee with Staff develop a process for Phase 2 of the Vision process. Ms. Likins seconded. The motion passed with a vote of 3-0-0.

c. Affordable Housing Initiative

i) Public Funding Options

Mr. Colin presented statements regarding funding sources. There are a lot of options that the consultant will be asked to examine and verify they are available in South Carolina.

The Committee discussed the need to fund certain elements in anticipation of an Affordable Workforce Housing Strategic Plan. The Committee discussed staff identifying a source of revenue that may be available in the upcoming budget year (FY19) to be used for affordable workforce housing.

Mr. Harkins moved that the Public Planning Committee recommend that Town Council direct Staff to include funding of \$500,000-\$1,000,000 and identify a source of revenue for the upcoming budget to develop a seed fund to be used for affordable workforce housing. Ms. Likins seconded. The motion passed with a vote of 3-0-0.

ii) Review of Business Workforce Coalition Report & Recommendations

Ms. Ray presented the Report and Recommendations. Staff reviewed and made preliminary comments and sent those to Town Council prior to this meeting. Generally, Staff agrees with the Coalition's recommendations, but cautions that many of the things will come out from the Town consultant's report with the Strategic Plan. It is slightly premature to be able to commit to some of the Coalition's recommendations.

The Committee generally agreed that the consultant needs to weigh in on Hilton Head Island and the information in the report needs to be verified.

There was public comment pertaining to the Coalition's report.

iii) Staff Updates

Staff received eight responsive proposals for the Affordable Workforce Housing Strategic Plan. Staff will review the proposals, check references, and create a short list from those. The consultant will report to a selected staff person, staff will report to the Committee, and the Committee will be the direct oversight.

Staff is in the process of identifying inventory of underperforming properties. That data is being compiled into a database and will be completed soon. Staff has identified preliminary conversion rates. Some rates are higher than the community may tolerate, but staff is exploring other options.

Staff researched expediting the permitting process for affordable housing projects. Staff recommends those projects move to the top of the list. Staff did not find more efficiencies in the existing process.

In connection with the County Needs Assessment, the County rescheduled some meetings from this week to mid to late May.

Palmetto Breeze hired the marketing consultant in connection with the trolley service.

8. Committee Business – None

9. Appearance by Citizens – None

10. Adjournment

The meeting was adjourned at 5:10 p.m.

Submitted by: Teresa Haley, Senior Administrative Assistant

Approved:

David Ames, Chairman

DRAFT

Exhibit A

Vision Project Management Team Recommendations

The Vision Project Management Team recommends that Town Council accept the *Vision and Strategic Action Plan*, adopt the Vision, and approve the following five recommendations:

1. Move forward with this process as it is critical to continue to build trust and to ensure outcomes are achieved. These were constant themes throughout this process.
2. Expand the historical snapshot information to include a more complete history of the Gullah Geechee community and the Hispanic community.
3. Add an appendix referencing the other data used in this vision process, such as the *Community Profile and Benchmark Analysis* and *Community Engagement Report*, and other previous studies, vision planning and reports.
4. Note that on page 51 of the *Vision and Strategic Action Plan* that the suggested timeline is simply that, a suggested timeline, and is not a firm recommendation in terms of timing.
5. To ensure accountability use the *Opportunity and Risk Analysis* on page 52 and the *Key Metrics to Measure Future Success* on page 53 of the *Vision and Strategic Action Plan* as a guide for developing a scorecard to track progress.