



**Town of Hilton Head Island
Vision Project Management Team Special Meeting**

Friday, February 16, 2018

2:00 p.m.

Benjamin 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** –Special Meeting of December 7, 2017
- 5. Unfinished Business**
- 6. New Business**
 - a) Presentation of the Community Engagement Report
 - b) Presentation of the updated Data Visualization Platform
 - c) Presentation of the Vision Report
- 7. Appearance by Citizens**
- 8. Adjournment**

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

TOWN OF HILTON HEAD ISLAND
Vision Project Management Team
Minutes of the December 7, 2017 –10:00 a.m. Special Meeting
Beaufort County Library, Hilton Head Branch
11 Beach City Road

Members Present: Chair Sandy West, Vice Chair Denise Spencer, David Ames, Alex Brown, Morris Campbell, John Lundin, Mark O’Neil

Members Absent: None

Town Council Present: None

Town Staff Present: Jennifer Ray, Emily Sparks

1. Call to Order

Chair West called the meeting to order at 10:04 a.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

Chair West requested a motion to approve the agenda. Mr. Campbell moved to approve. Mr. O’Neil seconded. The motion passed with a vote of 5-0-2.

4. Approval of Minutes – Special Meeting of October 23, 2017

Chair West requested a motion to approve the minutes of the October 23, 2017 Special Meeting. Mr. O’Neil moved to approve. Mr. Lundin seconded. The motion passed with a vote of 5-0-2.

5. Unfinished Business

6. New Business

a) Reconvening of the Think Tank

Mr. David Beurle, with Future iQ (FiQ), reported on the reconvening of the Think Tank, and the high level of continued engagement, as well as, his view of the participants as custodians of the vision. Mr. Beurle expressed that there was clarity in the shared view for the future and a high concentration of preference, which gives us a strong foundation moving forward. He also acknowledged that there are outliers that do not share the majority consensus. Mr. Beurle expressed the need to continue educating people about the process, and how we got to a shared vision.

Mr. Campbell asked about adequate participation by cohorts. Mr. Beurle said that the team had worked hard to reach the groups that were traditionally harder to reach, but we did not get the strength in response we had hoped from the Hispanic community or

second homeowners. However, the virtual engagement option is still available online to collect more input.

Vice Chair Spencer asked a question about the “dots” exercise at the Think Tank and how that impacts the vision. Mr. Beurle described the purpose of the exercise.

Mr. O’Neil discussed the Hispanic community and the efforts of town staff to engage the community. He also expressed that while the group was small, they were well-rounded in the ages and experience represented and the feedback was very high quality considering the challenge of translation. Mr. O’Neil felt that it was a great opportunity to begin to build or rebuild relationships with a valuable group of stakeholders.

Mr. O’Neil asked about the process of building the vision moving forward, and Mr. Beurle discussed the next steps.

Mr. Lundin asked about the data and a multi-dimensional cluster analysis.

Vice Chair Spencer expressed the importance of maintaining the communications systems that have been built and leveraging these systems for other town initiatives.

b) Data Visualization Platform

Mr. Beurle described the data visualization platform, and that in addition to the data that is already available, FiQ will be adding individual written comments as well.

c) Virtual Engagement Tool

Ms. Sparks provided an update on the virtual engagement tool, and that the completion rate has been lower than anticipated. Staff will work to continue sharing the tool in hopes of more engagement.

d) Community Input

Chair West described the many broad methods and forms of engagement that have facilitated community input through the visioning process, and that all resources have been shared with Mr. Beurle and the consultant team.

Mr. Lundin expressed the hope that this type of community input be ongoing and incorporated in to other town initiatives.

Mr. Brown asked for an update on the ongoing Focus Group meetings. Mr. Beurle described the purpose for the meetings, and Ms. Sparks reported that (6) meetings have and are being held around (1) Sustainability, Environment, and Resiliency; (2) Restaurants, Resorts, Recreation, and Entertainment; (3) Faith-based, Philanthropic, and Community Groups; (4) Education; (5) Native Island/Gullah Geechee; (6) and Real Estate, Gated Communities, and Construction. The meeting attendance has ranged from 6-17 participants.

Mr. Ames expressed that a component of community input that will be important is how the public receives and provides feedback on the report.

Mr. Campbell expressed his agreement with Mr. Ames, and that we have been successful in engagement thus far, and we need to continue that level of engagement and momentum in the next stage of the process. Mr. Ames added that this will confirm our efforts of “openness and inclusivity.”

Mr. O’Neil asked about the level of comfort with the input received from the health and wellness community. Ms. Sparks shared that we have seen a high level of engagement.

e) Town Staff Report

Jennifer Ray, Planning and Special Projects Manager, reported the expected next steps for the visioning process, including meeting with anchor institutions, preparation of the draft report, and delivery of the draft report. The sequence will be that the vision moves from the VPMT to the Public Planning Committee (PPC) to the Town Council.

It is anticipated that at that time the VPMT will have completed their assignment and will dissolve. It is also anticipated that work groups will be created to work on various topics and strategies. The project will continue to maintain the levels of communication from phase one. Staff also noted the importance of managing expectations, and that bigger items will not happen quickly, but will take time to achieve.

Another major component to follow the vision will be the update of the comprehensive plan. Staff anticipates doing a major update of the comprehensive plan based on the direction and recommendations of the adopted vision. Town Council and leadership will also be asked to support the project. The public has expressed a concern that the vision will sit on a shelf, and the importance of ensuring the vision continues to make progress.

Mr. Campbell expressed that the vision is bigger than Hilton Head, and that an effort be made to engage regionally.

Mr. Brown expressed that the VPMT reconsider dissolving and his concern that without a guiding body the vision may not progress as expected.

Mr. Ames asked Ms. Ray what staff is expecting for phase two. Ms. Ray anticipates receiving a report from FiQ with an action plan that defines steps to be taken and that are prioritized in order to form work groups for priorities. Mr. Ames asked what level of detail can be expected from the roadmap. Mr. Beurle explained that the early phases will include a high level of detail, but further out the detail will decrease. FiQ anticipates a clear roadmap for 12-24 months.

Mr. Beurle expressed that Hilton Head residents have a desire to be outstanding, and that there is potential to determine who is the best in the world at addressing some of these topics and engaging them. Mr. Ames contemplated who would move the vision forward as a custodian, and Vice Chair Spencer expressed that in ensuring as much participation as possible the VPMT was also ensuring more people are motivated to hold the vision progress accountable.

Mr. Brown discussed the state of the Town as a limited services government.

Mr. O'Neil reiterated the need to be "bold" and what it may mean for how we do business. Mr. Ames expressed the importance of leadership in the second phase and getting the public excited about being "bold." Mr. Ames also discussed the importance of how the report is presented and received.

Chair West discussed the next phase for the VPMT and that some members may still have the interest and capacity to continue serving. Mr. Ames proposed a hybrid approach.

f) Review and Approval of Draft 2018 Meeting Schedule

Chair West presented the proposed 2018 VPMT meeting schedule. Vice Chair Spencer stated that she would miss the March 16, 2018 meeting due to a board retreat.

Chair West requested a motion to approve the 2018 VPMT meeting schedule. Mr. Ames moved to approve. Mr. O'Neil seconded. The motion passed with a vote of 7-0-0.

g) Vision Next Steps

7. Appearance by Citizens

Chair West opened the meeting for public comment.

Paul Crunkleton commented on the need for leadership and continued transparency, the existence of silos (Circle to Circle, etc.) and the importance of action.

Eric Somerville commented on the need to coordinate efforts with other municipalities, organizations and stakeholders.

Stu Rodman expressed that 2018 will be an exciting year and his positive impression of the vision methodology. Mr. Rodman also considered whether the vision will impact the space inside or only outside of gated communities; and his concern over real estate values and population increase/decrease.

Frank Babel extended his congratulations on the progress to date. Mr. Babel also expressed the importance of taking visible action quickly.

Larry Myers contemplated who the customer is and who is being served by the vision.

Thomas C. Barnwell, Jr. extended his congratulations to the VPMT, staff and the consultant. Mr. Barnwell also discussed the R/UDAT study and recreation.

Heather Rath discussed future global trends and her positive experience at the recent Think Tank. Ms. Rath was concerned about the divisiveness of discussion around gated

versus non-gated communities, encouraged embracing multi-generational families, and the important role of recreation.

8. Adjournment

Chair West adjourned the meeting at 11:52 a.m.

Submitted by:
Emily Sparks, Project Lead

Approved:

Sandy West, Chair

DRAFT