



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

**Friday, March 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** –Meeting of February 16, 2018
- 5. Unfinished Business**
- 6. New Business**
  - a) Vision Report
  - b) Recommended next steps (consultant, VPMT, staff)
- 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 February 16, 2018 –2:00 p.m. Meeting**  
**Benjamin M. Racusin Council Chambers**

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 2:00 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**

Chair West requested a motion to approve the agenda. Mr. Ames moved to approve. Vice Chair Spencer seconded. The motion passed with a vote of 7-0-0.

**4. Approval of Minutes – Special Meeting of December 7, 2017**

Chair West requested a motion to approve the minutes of the December 7, 2017 Special Meeting. Mr. Campbell moved to approve. Mr. O’Neil seconded. The motion passed with a vote of 7-0-0.

**5. Unfinished Business**

**6. New Business**

a) Presentation of the Community Engagement Report

Mr. David Beurle, with Future iQ (FiQ), reported on the status of the visioning project, and discussed the Community Engagement Report. Mr. Beurle also reported that all of the materials would be available online and that a survey was launched to collect feedback.

b) Presentation of the updated Data Visualization Platform

Mr. Beurle described the data visualization platform, and the ability for the public to explore the data for themselves.

c) Presentation of the Vision Report

Mr. Beurle described the methodology of the visioning process and the process to date; and delivered the vision and strategic action plan. Mr. Beurle also introduced the proposed roadmaps.

Chair West thanked Mr. Beurle for his efforts and his work on the visioning process, and expressed that the VMPT would need time to digest the material before a lengthier discussion. Chair West invited members of the VPMT to comment.

Mr. Ames expressed thanks to Mr. Beurle, and made a comment about courage and commitment and the need for a community and governmental introspection.

Mr. Brown expressed agreement with Chair West and Mr. Ames regarding the job of Mr. Beurle, but showed concern about the details being in fine print and asked how the survey and community comments would be addressed in the implementation plan. Mr. Beurle responded that this material is intended as the consultant's report, but discussed the avenues to address those comments. Mr. Beurle also encourage the VPMT to consider the comments and make recommendations.

Mr. Campbell expressed agreement with both Mr. Ames and Mr. Brown, but also thanked the community for their participation. Mr. Campbell described the process as a first step, and that this is a challenge and opportunity to make our community what we can collectively make it, and expressed the importance of everyone coming together to continue the process.

Mr. Lundin affirmed the idea of working on safe and civil discourse, so we can come together.

Chair West expressed how much she has learned through the process and reflected on comments by Mr. Beurle. Chair West also encouraged every person to think of the one thing they could each do to advance this plan and one way to be involved.

Mr. O'Neil urged that the process be proactive in engaging institutional leaders in the community and thoroughly communicating with them.

Vice Chair Spencer noted that as part of this process we developed a means of communicating that was designed to be inclusive, open and transparent that we did not have before, and to ensure that we maintain and continue to use those methods of communication. Vice Chair Spencer also noted that there was a lot of honesty in the presentation, and the importance of reflecting on that; and discussed the concept of SMIRF (Social, Moral, Intellectual, Reputational, and Financial) in relation to making progress.

## 7. Appearance by Citizens

Chair West opened the meeting for public comment.

Frank Mangan made four comments about people living in specific bubbles, a competitive analysis, regional ideas, and that some of these ideas are expensive.

Larry Landry made statements about leveraging opportunities, traffic congestion, picnic spaces, and establishing regional leadership.

Michelle Wycoff shared information about an upcoming Chamber of Commerce event.

Jocelyn Staigar thanked the group for the work they are doing and expressed looking forward to viewing the data regarding second homeowners and investors, and finding a way to incorporate them more.

Owen Ambur made comments around connection and collaboration, and that a lack of consensus was not an excuse to not take action.

Peter Kristian made a statement as a private citizen and not on behalf of Hilton Head Plantation about the process and level of engagement, that it is done in a comprehensive manner, and how the public comment would be received and considered.

Eric Somerville expressed that pillars are a good guide, but a desire for projects to support and the need for more specifics.

Heather Rath posed a question about the pillars and expressed a belief that the community can accomplish these goals.

Sally McGarry expressed concern over how the information was circulated.

Mayor David Bennett made a statement about defining what a successful engagement process would look like at the beginning of the project, and that it would be defined as open, inclusive and broad. Mayor Bennett expressed that the process achieved that, and thanked the consultant, the VPMT and staff. Mayor Bennett also expressed optimism in the future of the visioning effort and the ability of the community to go far.

## 8. Adjournment

Chair West adjourned the meeting at 4:08 p.m.

Submitted by:  
Emily Sparks, Project Lead

Approved: March 16, 2018

---

Sandy West, Chair