



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

**Monday, April 9, 2018**

**2:00 p.m.**

**Benjamin Racusin Council Chambers**

**AGENDA**

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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 March 16, 2018
- 5. Unfinished Business**
- 6. New Business**
  - a) Vision and Strategic Action Plan
- 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 March 16, 2018 –2:00 p.m. Meeting**  
**Benjamin M. Racusin Council Chambers**

Members Present: Chair Sandy West, David Ames, Alex Brown, Morris Campbell, Mark O’Neil

Members Absent: John Lundin, Vice Chair Denise Spencer

Town Council Present: None

Town Staff Present: Shawn Colin, Jennifer Ray, Emily Sparks

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**1. Call to Order**

Chair West called the meeting to order at 2:02 pm.

**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. Mr. O’Neil seconded. The motion passed with a vote of 5-0-2.

**4. Approval of Minutes –Meeting of February 16, 2018**

Chair West noted that the minutes of the February 16, 2018 meeting were distributed and asked if there were any changes to the minutes. Chair West noted that in anticipation of missing this meeting Vice Chair Spencer provided her requested modifications in advance. Chair West requested a motion to approve the minutes of the February 16, 2018 meeting as modified. Mr. Ames moved to approve. Mr. O’Neil seconded. The motion passed with a vote of 5-0-2.

**5. Unfinished Business**

**6. New Business**

a) Vision Report

Chair West discussed the format of the meeting, noted that Mr. David Beurle of Future iQ was participating by telephone, and asked that the VPMT share their feedback related to the Vision Report.

Chair West provided input on the Vision Report. In particular, commenting that the report was incredibly thorough, and suggested that the material be distilled in to key messages around the strategic pillars and use of graphics. Chair West suggested that the distilled material be provided to organizations and individuals in the community, and that the VPMT consider additional engagement by Mr. Beurle with the community at-large.

Chair West also noted the need to continue encouraging people to take the Vision Report survey.

Mr. Campbell agreed with comments by Chair West about engaging the public again, and their ability to respond to the report. Mr. Campbell also expressed that a higher level of youth engagement would have been preferred, and the perceived expectation of the public to have an opportunity to react to the report. He noted that the public engagement from the start has been exciting, and that it is important to maintain the level of engagement.

Mr. Brown remarked about the need to highlight the items detailed in the roadmap more with bold or larger print, and also the need to emphasize the communication efforts in the report.

Mr. O'Neil noted the importance of the exposure of the report to local institutions (education system, healthcare system, etc.), and in particular those that will likely have a role in the implementation of these efforts. In regard to the report, Mr. O'Neil expressed that it was excellent and reflective of what the community shared, and that it is voluminous, so he encouraged any improvement of communications that would lead to better understanding (bold text, text size). Mr. O'Neil also noted the underrepresentation of the Latino population, and the opportunity to build relationships through the process.

Mr. Ames expressed support for previous comments, and posed a question about bringing phase one to completion, feeling that the VPMT has done their job, and the idea that an important part of that will be to go back to the community – particularly the Think Tank, the PUD's, and institutions not yet actively involved in the process in order to establish partnerships. Mr. Ames discussed completing the report to pass it on, and ensuring that the public input is received and passed on as well.

Chair West noted that the engagement process worked hard to get as much representation from the community as possible, and distinguished the engagement process from the report, and reemphasized the question about whether anything was missing or incorrect in the report.

Mr. Campbell noted that the report is not incorrect, but that the section on the history of the settlement of Hilton Head lacks information from the 1877-1955 time period and could use expanding.

Chair West invited public comment regarding the Vision Report.

Eric Somerville expressed concern over the social separation of gated communities.

Linda Stauffer described her experience with the visioning process, and opposition to the Vision and Strategic Action Plan.

David White expressed support for the visioning process, that the VPMT should stay intact, and the need for continued engagement.

Lavon Stevens described his experience with the report, and noted that the process was done well and reflected the diversity of the community, and his hopes that the rich history of the island is reflected in the future.

Pauline Leland described her experience with the visioning process, and concern over it not being a data-driven report.

Mr. Beurle addressed the comments that were made and the importance of the next steps.

Chair West directed that the VPMT not make a recommendation and plan to reconvene at a future special meeting.

b) Recommended next steps (consultant, VPMT, staff)

Mr. Beurle provided guidance around next steps, including the importance of momentum. Many people put a lot of time and energy in to the process, and he recommended that the visioning work continue to progress. Mr. Beurle also advised reconnecting with cohort groups about what the Vision and Strategic Action Plan means. He also noted the necessity for a continued expression of commitment to follow through with the Vision. Participants throughout the process questioned whether anything would come of the Vision.

Ms. Sparks described the immediate next steps in the process, including recommendations to the Public Planning Committee and then Town Council. Ms. Sparks also noted that South Carolina Planning Enabling Legislation requires the Town to regularly update and rewrite the comprehensive plan. Specifically, the plan is to be reviewed every 5 years and rewritten every 10 years. The Town is due to rewrite the plan, and would begin that process immediately after the adoption of the Vision. The Vision would provide guidance for the preparation of a new comprehensive plan.

Chair West advised that strategies be implemented, and that the process remain open and inclusive. She also described the importance of determining who is responsible for carrying the process forward, and ensuring it is working in concert with other Town initiatives. Chair West suggested that the implementation phase be used to continue to build relationships, and to continue engagement efforts with underrepresented groups. She recommended careful consideration to how resources are assigned – with the budgeting process being driven by the Vision and strategy. Chair West reinforced the need for simplified communication of the Vision. Specifically, she suggested a monthly update advertisement in the local newspaper and other communication outlets. She also suggested the importance of Town and local leadership expressing support and commitment to the Vision. Chair West also described potential short term goals and the need for measuring progress. Chair West recommended considering that some of the current VPMT members remain engaged in the process, and the need to continue engaging community champions. Chair West also expressed a recommendation that Future iQ be engaged in the next phase of the visioning process.

Chair West commented on civil discussions and challenges moving forward, and change management.

Mr. Brown asked how many phases of the visioning process were anticipated at the beginning of the effort. Mr. Colin was not sure how many phases were anticipated, but that the first component was expected to identify an overarching vision with a roadmap to the future, and the next component was to be more strategic or tactical to address the issues identified.

Mr. Brown expressed that there is still work to be done and reemphasized validating what was heard and formalizing the action plan as a next step. Mr. Brown felt that more detail was needed before it is turned over to Town Council.

Mr. O'Neil recommended the strategic framework be a touchstone, and that they never consider the process completed. The Vision should consider continually examining what has changed in the environment through communication, patience, and flexibility throughout the process.

Mr. Ames described reading the report and making notes of his specific questions relevant to phase two, including: how to evaluate strategies and who makes that decision, how to get citizen support for highest priorities, and is the community willing to think differently. Mr. Ames acknowledged that phase one only represents about 40% of the process and the need to continue. He also suggested community support was vital to move forward, which would mean fully engaged institutional and community leadership and an established comprehensive public communications effort to increase Vision understanding. Mr. Ames recommended continued use of the tenants of the current process, including open and transparent public discussions and forums, regular updates to the public, and a community oversight committee. Mr. Ames suggested that the new oversight committee be conceived differently with a different objective. He also recommended that experts be convened based on the strategic pillars, and working groups be convened comprised of staff, outside resources, the project lead, and the public. Mr. Ames identified attitude and apathy as challenges for future progress. He also noted the responsibility of the VPMT to make sure the process moves forward to fruition, and that phase two should identify 3 top priorities from the Vision Report, develop plans, set budgets, timelines and accountability, and recommend funding sources for implementing the priorities. Mr. Ames suggested that the VPMT develop a statement providing direction for moving forward.

## **7. Appearance by Citizens**

Chair West opened the meeting for public comment.

Gail Quick expressed concern over presence of data, congratulated the visioning project on quality and integrity, and stated that the project must continue and be a priority. Ms. Quick noted the role the Planning Commission could play in next steps, and the need for a comprehensive communications plan.

Glenn Stanford applauded the effort of the visioning team, and noted concern over the nuts and bolts about how it will proceed. Mr. Stanford suggested an expanded steering committee.

Jane Joseph described her experience participating in all of the visioning activities and support for the visioning project. Ms. Joseph expressed concern over the position of culture and arts in the plan.

Jack Alderman offered his congratulations on the excellence of the visioning process. Mr. Alderman suggested the need for better communications around the report, the

importance of defending and advocating for the next steps, the urgency for action, and the continued need for an oversight committee and funding.

Eric Somerville offered comments regarding the Planning Commission, the comprehensive plan, and the role of other community institutions.

Jack Leland offered comments about strategic planning, and expressed concern that the process is getting ahead of itself.

Frank Babel expressed that the visioning team has done a tremendous job, and that there will be need for continuous improvement. Mr. Babel stated his desire to see the Vision move forward.

Luana Graves Sellars noted support for many of the comments made previously, emphasized the need for more detail in the report, and for a community oversight committee. Ms. Graves Sellars noted that the process has been comprehensive, but will require Town preparation and resources to implement the Vision.

Mr. Beurle complimented the meeting attendees on their comments and insight, and made a statement about the presence of a strong foundation for moving forward and maintaining momentum.

Mr. Brown expressed disappointment that the local newspaper was not present at the meeting, and thanked the public for their attendance. Mr. Brown noted that at the beginning of the visioning process not many people attended the meetings, but the presence of so many members of the public shows that the process has been open and inclusive. Mr. Brown also recommended considering new techniques for engaging the newspaper in the future.

Mr. Campbell commented on the need for trust and participation in the process and expressed his optimism.

Chair West thanked the public for their engagement and commitment, and noted that another VPMT meeting would be scheduled.

## **8. Adjournment**

Chair West adjourned the meeting at 3:45pm

Submitted by:  
Emily Sparks, Project Lead

Approved: DATE

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Sandy West, Chair