



The Town of Hilton Head Island
Our Plan Development Team Meeting

Monday, October 7, 2019 at 4:00 p.m.

Council Chambers at Town Hall

AGENDA

As a courtesy to others please turn off / silence ALL mobile devices during the Meeting. Thank You.

1. Call to Order

2. FOIA Compliance - Public notification of this meeting has been published, posted, and distributed in compliance with the South Carolina Freedom of Information Act and the requirements of the Town of Hilton Head Island.

3. Approval of Agenda

4. Approval of the Minutes – Meeting of August 19, 2019

5. New Business

a. Our Plan Terminology Review

b. Discussion of Draft Goals for Our Plan Work Groups

i. *Build a Connected and Collaborative Community Fabric* – Presented by Shea Farrar

ii. *Revitalize and Modernize the Economy* – Presented by Jayme Lopko

iii. *Redefine Environmental Sustainability* – Presented by Anne Cyran

iv. *Relentless Pursuit of Excellence* – Presented by Taylor Ladd

v. *Foster an Inclusive Multi-Dimensional Community* – Presented by Sheryse Dubose

vi. *Innovative Approach to Create 'Right-Sized' Infrastructure* – Presented by Anne Cyran

vii. *Expand to Embrace an Integrated Regional Focus* – Presented by Jayme Lopko

6. Staff Report

a. Announcements

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.
Please not that a quorum of Planning Commission may result if a majority of their members attend this meeting.*



Town of Hilton Head Island
Our Plan Development Team
Monday, August 19, 2019 at 4:00 pm
The Living Lab at Town Hall
MEETING MINUTES

Present From the Development Team: Chairman Judd Carstens, Vice-Chairman Peter Kristian, Jeanne Antonuccio, Jean Beck, Morris Campbell, John Carroll, David D'Amico

Present from Town Council: None

Present from Town Staff: Taylor Ladd, Jennifer Ray

Present from Media: None

1. Call to Order

Chairman Carstens called the meeting to order at 4:00 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 Agenda

Chairman Carstens asked for a motion to approve the agenda. Mr. Kristian moved to approve. Ms. Antonuccio seconded. The motion passed with a vote of 6-0.

4. Approval of Minutes

Chairman Carstens asked for a motion to approve the minutes of the July 15, 2019 meeting. Mr. Campbell moved to approve. Mr. Kristian seconded. The motion passed with a vote of 6-0.

5. New Business

Chairman Carstens requested for items 5a and 5b on the agenda to be switched so that item 5b, Parks and Recreation Master Plan Update and LÖSE Design Introduction, could be first for New Business.

a. Parks and Recreation Master Plan Update and LÖSE Design Introduction

Taylor Ladd introduced the project team from LÖSE Design who were in attendance at the meeting: John Lavender, Will Hager, Steve Cannon. Ms. Ladd reviewed a schedule of the meetings and focus groups planned for their visit August 19-21 to gather information towards the Parks and Recreation Master Plan project.

Ms. Ladd and Mr. Lavender discussed with the Development Team the makeup of the focus groups and their role in the process, the general master plan timeline, park inventory and survey process.

b. Presentation and Discussion of Parks and Recreation Task Group Progress
(Referenced SOAR Activity Report is attached to these minutes)

For the *Parks and Recreation* Task Group, Butch Kisiah, Chairman of the Town's Parks and Recreation Commission and of the Task Group, and Jack Daly presented highlights from the group's recent SOAR activity. Mr. Kisiah opened by discussing more detail about the Master Plan process, its planned incorporation into Our Plan, the intent of the Master Plan process to be inclusive and the role of the Parks and Recreation Commission. Mr. Daly reviewed key factors from the SOAR Report.

Key feedback from the Development Team included discussion about sports tourism, the funding aspects and challenges, staff representation for Parks and Rec, land resources, key populations and interest groups, consolidation of entities involved with parks and recreation on the Island and incorporating a regional approach.

Chairman Carstens opened public comment for this agenda item. Frank Babel recapped a few items of interest having to do with the footprint of sports tourism as well as expanding the focus into arts and culture. Bob Soltys discussed the challenges faced by the pickleball community. Mr. Daly supported Mr. Soltys' comments. Charles Perry reviewed his history of involvement with parks and recreation for the Town and the Island Recreation Association, as well as some of the history. He stated his opposition to the Town forming a parks and recreation department.

c. Our Plan Terminology Review and Comprehensive Plan Discussion

Chairman Carstens requested for the sake of time to push this agenda item to the next meeting.

6. Staff Report

Ms. Ladd provided an overview of the planned agendas for the next few Development Team meetings which will be to review draft goals with each of the work groups, as well as plans for the upcoming Our Plan Open Houses.

7. Appearance by Citizens

As public comments were invited during the discussion with the Parks and Recreation Task Group, none were requested at this time.

8. Adjournment

The meeting was adjourned at 5:21 p.m.

Submitted by: Taylor Ladd

Approved:



OUR PLAN

SOAR ACTIVITY

PARKS AND RECREATION TASK GROUP

STRENGTHS

What Hilton Head Island does well, along with its key assets, resources, capabilities, and accomplishments.

Work Group Results

- Excellent programs through Island Rec Association with programming for all ages and dedicated staff (5)
- Planned island development that is eco-nature friendly (3)
- Abundance of nature-based recreation due to the beautiful lowcountry environment (1)
- World renown for tennis and golf with opportunity to grow/enhance (1)
- Ethos and vision (1)
- We are already a destination
- Charles Fraser mindset of fitting with nature
- Hospitality
- International reputation
- Wealthy tax base
- Year-round climate for recreation opportunities
- When we do things they are done extremely well (ie, Island Rec new facility)
- Locals know locals
- Beaches
- Ocean
- Heritage Golf Tournament
- Good quality of life
- Moving parks and rec forward

OPPORTUNITIES

Circumstances that could be leveraged for success. What can be done to improve upon our Weaknesses and Threats?

Work Group Results

- Partner with USCB (6)
- Sports tourism (5)
- Establish a Parks and Rec Dept within the Town of Hilton Head Island (1)
- Find ways to repurposed golf facilities as needed as interest in golf changes (1)
- Acquire parks from the County
- Greater cooperation with USCB to develop high quality athletic venues
- Untapped natural resources
- Acquire land specifically for parks and rec
- Evaluate Current parks and available land for changing recreation needs in health and fitness, unique experiences, nature based, etc
- Destination for athletic teams and clubs
- Plan for future changes in demographic needs of Gen X and Y for experiential travel and generational programming. "The place is the Experience"
- Diversity: opportunities for all socio-economic classes
- Eco-tourism and History tours
- Town to contract Rec Programs with Island Rec across the Island
- Better coordination with Beaufort County
- Partner with activity groups
- To change the thinking of public
- Positive mix of programming

WEAKNESSES

Negative factors that detract from your strengths. These are things you may want to improve on.

Work Group Results

- Lack of workforce (2)
- Where to get funding "show me the money) (1)
- Seems like in terms of sports/rec, we have multiple fields already but that are in terrible shape, ie- no funding so they are sub-par in quality for such a wealthy area (1)

- No department level representation for parks and recreation within the Town, “no seat at the table.” (1)
- Rec sports and facilities need more fields (1)
- Absentee Population (1)
- PALS
- Rec sports may benefit from adjusting vendors or reorganization
- Could use more environmental education, Gullah and history passive attractions
- Sever weather
- Beach access for the public
- Aging population
- Coordination of facility use and maintenance programs throughout the Town
- Current facility limited usage

THREATS

External factors that you have no control over. You may want to consider putting in place contingency plans for dealing with them if they occur.

Work Group Results

- No more growth and NIMBY mentality (2)
- Decreasing population as baby boomers age out and there are less “users” to support programs and facilities (1)
- Overdevelopment and loss of land (1)
- Available work force
- Available large areas for future facility development
- Impact on environment
- World and US events may influence travel dollars and visitors going elsewhere
- Attractions that are not part of our ethos (amusement parks, etc)
- Bluffton, as they provide more and more it’s harder and harder for HHI to attract young families
- Traffic

ASPIRATIONS

An expression of what you want to be and achieve in the future. A vision to build on current strengths, provide inspiration, and challenge the current situation.

Work Group Results

- NCAA sports (6)
- Multi-field baseball/softball complex that exceeds NCAA requirements (4)
- Sports complex with multi-use facility (4)
- 25x50 meter competitive pool with separate tank for therapeutic water programs (3)
- Multi-field synthetic turf soccer complex (3)
- A turf field/soccer field to allow USCB and locals to have a place for sports year-round with lights (3)
- Destination for diverse population: younger/older, higher/lower income, under-represented groups (2)
- Town-wide transportation system to open up the island to all (2)
- More youthful vibe (2)
- Fishing pier (1)
- Retention of our young residents to stay or return to HHI as life-long residents (1)
- World-class facilities to promote recreation tourism (1)
- We need an all sports facility properly funded that would allow year-round access of top quality facilities (1)
- Large recreation center on south end of island with pool, gym, fitness center, etc (1)
- Think regionally- new approach every day (1)
- Safe, multi-modal roadways (1)
- Increase paddle/sail/fishing access (1)
- Improve leisure and rec facilities
- More nature experiences
- Get local businesses involved in an all-sports facility to help fund it and to attract attention to it
- Conserve and protect natural resources
- Implement a plan that has achievable goals
- Fill needs of Island population as age range changes to align with our plan visioning goals

RESULTS

Tangible outcomes and measures that demonstrate we've achieved our goals and aspirations.

Work Group Results

- Parks and Rec department at Town, or Director position in lieu of an entire department (8)
- Funding (6)
- Increase in sports tourism (5)
- We have accomplished and executed the recommended plan (1)
- Track progress on facility development and upkeep (1)
- Developing regional partnerships to plan recreation for a broader community
- X number of additional easy leisurely activity space
- College town with USCB on south end of island
- Balanced age demographic
- Extension of pathways across the bridge
- X number miles of natural hiking/biking (not along the road... though the natural areas)

Activity Date: 8/7/2019

Facilitated By: Taylor Ladd