



The Town of Hilton Head Island
Our Plan Development Team Meeting

Monday, August 19, 2019 at 4:00 p.m.

The Living Lab 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 5, 2019
- 5. New Business**
 - a. Presentation and Discussion of Parks and Recreation Task Group Progress-
Presented by Butch Kisiah, Task Group Chairman, and Jack Daly, Task Group Vice Chairman
 - b. Parks and Recreation Master Plan Update and LÖSE Design Introduction
 - c. Our Plan Terminology Review and Comprehensive Plan Discussion
- 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 5, 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, Jayme Lopko, Sheryse DuBose

Present from Media: None

1. Call to Order

Chairman Carstens called the meeting to order at 4:01 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. Mr. Campbell 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. Kristian moved to approve. Ms. Beck seconded. The motion passed with a vote of 6-0.

5. New Business

a. Presentation and Discussion of Work Group Progress (Referenced SOAR Activity Reports for each team are attached to these minutes)

- i. For the *Relentless Pursuit of Excellence* Work Group, Brian Kinard and Roselle Wilson presented highlights from the group's recent SOAR activity. Key feedback from the Development Team included discussion about how to define excellence, how excellence is an attitude and that ultimately we are all ambassadors. Further, it was noted that this group especially has a thread being drawn through all the other groups.

Chairman Carstens opened public comment for the Excellence Work group. Ms. Jane Joseph provided insight into her thoughts on excellence

and challenged the Excellence group to think about what Hilton Head Island needs to be terrific. There was consensus with the Team that being number one is expensive and it will be important to decide where to focus.

- ii. Chairman Carstens invited *Foster an Inclusive Multi-Dimensional Community* to the podium. Ms. Sheryse DuBose, the Inclusive Work Group's Staff Coordinator, presented for the group in the absence of the co-captains. The Development Team noted the lack of focus on the Hispanic population in the SOAR document and offered insight about community civic groups, such as the Chamber or the Rec Center, as opportunities to connect different communities on the Island. Also part of the discussion was about the need to review the Island's extensive history and the work force, as well as the programmatic aspect of this group's scope.

Chairman Carstens opened public comment for the Inclusive Work Group. None were received.

- iii. Chairman Carstens invited *Expand to Embrace an Integrated Regional Focus* to the podium. Mr. Terry Herron and Ms. Carol Crutchfield presented the group's SOAR results by calling attention to items in the report that were high areas of interest for the group. The Development Team encouraged the group to think about adding language to their section to encourage the Town to communicate and maintain open lines with the region and the state. The Team also noted that there was no discussion about the landfill in the SOAR document, which is a regional issue.

Chairman Carstens opened public comment for the Regional Work Group. Ms. Joseph expanded upon the discussion by sharing information about the creative economy as a potential avenue for the non-hospitality based industry for the Island.

6. Staff Report

Taylor Ladd recapped with the Development Team details of the Our Plan Timeline Work Group Phase 2, in which all work groups will be focused through October. Each member of the Development Team was given a copy of the excerpt from the 2010-2030 Comprehensive Plan that each member of the work groups has been given as a reference guide.

Ms. Ladd reviewed the topics and new business for the up-coming Development Team meetings and announced information about the Parks and Recreation Master Plan consultant, LOSE Design, and the planned kick-off event to be held in the coming weeks.

7. Appearance by Citizens

As public comments were invited during the discussion with each work group, none were requested at this time.

8. Adjournment

The meeting was adjourned at 5:18 p.m.

Submitted by: Taylor Ladd

Approved:

DRAFT



OUR PLAN

SOAR ACTIVITY

EXCELLENCE WORK GROUP

STRENGTHS

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

Work Group Results

- Hospitality and kindness (1)
- We are most proud of our people, our community (1)
- Gold Level Bicycle Friendly Community
- Many Community events; creating community (1)
- Fire Rescue
- Excellent volunteerism, fund/friend raising; intentional and super smart volunteers (1)
- Land conservation/desire to protect land; excellent/well maintained green spaces; natural beauty (3)

OPPORTUNITIES

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

Work Group Results

- Market to visitors who share our values; more diverse marketing for our brand; control our message (both to visitors and public inside and out) (4)
- Land planning around potential sea level rise (2)
- Mixing infrastructure and marketing; lift electric bike ban on pathways and build protected bike lanes (2)
- Fill gaps in younger working families; remote working (2)
- School District and State support better schools (1)
- Create more cheerleaders for our island (2)
- Partnerships within the community that help keep the Gullah culture alive/authentic (2)
- Opportunities for new workforces to make HHI home, i.e. cottage industries
- Opportunity to bring more people together

- Regaining trust of the native islanders (1)
- Main Street safe access to schools (1)
- Native Island Community as internal stakeholders (1)
- Work toward a workforce housing solution (2)
- Bring more people together
- Increase quality and lower cost access to water sports
- Cultural/historical preservation and enhancement (1)

WEAKNESSES

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

Work Group Results

- Focus spending on people who need it most (1)
- Control by those living in community who have more power over elected officials (1)

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

- Elimination of native island families (1)
- School achievement gaps (1)
- Natural disaster (2)
- Population shift in country (1)

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

- Embrace Gullah community which will soon be nonexistent ent.; partnership to preserve the Gullah history (2)
- More inclusive diverse community that embraces the native island community (3)
- Less cars, more multi-modal; multi-modal everywhere (2)
- Passionate about our citizens and the environment
- Plastic free community (1)
- Excellent school system, known for excellence; #1 schools in state (3)
- Passionate about keeping our kids safe and healthy
- More people living here actually
- Continuing to improve pedestrian/cyclist safety
- Bring more families to island (3)
- Continue to improve on our protection and use of natural resources (1)
- Hilton Head Island to Savannah bullet train
- Historical destination with national recognition (1)
- Water based bike/walk/golf cart pathways on ocean and marsh
- Community that works together to enhance the community

RESULTS

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

Work Group Results

- Gullah Corridor national recognition (3)
- Better access to tech/high speed
- Measured against other like communities in US and be in top 3 (3)
- Epicenter for senior wellness
- Additional National media accolades (3)

Activity Date: August 1, 2019

Facilitated By: Jennifer Ray



OUR PLAN

SOAR ACTIVITY

INCLUSIVE WORK GROUP

STRENGTHS

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

Work Group Results

Weather and Location

Mitchelville makes us unique (3)

Environment (3)

Marketing Ourselves (2)

Active Retirees (1)

Tourism Industry

Community Leadership (1)

Moving Naturally (1)

Natural Beauty

Rich culture of Island makes it attractive and unique (3)

Environmental Preservation – Keeping the Natural Habitat in Tact (2)

Education (Retirees/Experts) (3)

Training others to become teachers, doctors, lawyers, and entrepreneurs (3)

Companies collaborating with schools to advance students in career (3)

Discussion:

- Utilizing older volunteers was identified as a strength, but could be a potential weakness in the future as the Island may lose that population.

OPPORTUNITIES

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

Work Group Results

Workforce Development (1)

Cultural Tourism (3)

Gullah Geechee Task Force (2)

Balance Tourism v. Non-Tourism

Collaboration between communities that are now somewhat segregated (1)

Workforce or Low Income Housing

Greater Education Options (2)

Creating culturally aware environments at the grade school level will foster
(Opportunities cont.)

inclusion (1)

Regional Partnerships (1)

Partnerships with Arts and Cultural Organizations (1)

Better Public Education

Grow Low and Moderate Housing (1)

Educate about culture and history starting with teachers (3)

Steam Education

Grow environmentally and culturally oriented businesses

Discussion:

- Lack of knowledge of the Gullah Geechee culture was identified as a threat however, there is the opportunity to share that knowledge.
- With the land and culture being tied together, there is the opportunity to preserve both.
- Adding the history of Mitchelville and local culture to curriculum
- Understanding the value of day-trippers who will spend money on cultural tourism

WEAKNESSES

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

Work Group Results

Lack of Workforce Housing

Unstable public school district (1)

Income Inequality (4)

Apathy in regards to embracing culture (2)

Companies having more community recreation, social gatherings, tons of business, and training base

Disconnect with "Haves and Have Nots"

Economic Disparity (1)

Uneven Services (1)

May have less people available to volunteer in future (1)

Lack of Affordable Housing

Discussion:

- Weather was identified as not only a strength, but a weakness.

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

Shrinking Middle Class (3)

Tourism Traffic

Affordable Housing (3)

Threats (cont.)

Lack of awareness about Gullah Geechee Culture on Island (2)

Housing, Commercial Property

Loss of land belonging to Native Islanders (2)

Neighboring cities and towns that are increasingly diverse and attractive

Discussion:

- Need for diverse educational opportunities for younger families

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

Technological Connectivity

Higher Paying Jobs (1)

Income Equity (2)

Diverse, Active Community

More Connectivity (1)

Community conversations that include all voices (1)

Additional Educational Opportunities (2)

Affordable Housing, Public Water, Community Center, Colleges or Vocational School for all (1)

Develop opportunities for the middle class, young families to attract them here (1)

Place for young families (1)

Become a cultural and arts center for the State of South Carolina and the Southeast (1)

Housing Diversity (2)

Gullah Geechee Preservation (5)

All aspects of Town policy, marketing, and life reflect a multi-dimensional community

Protecting environment and culture

Education that includes local and diversity focus (1)

Inclusiveness

Diversity within communities to create a more colorful, exciting over-all experience

Young families will feel connection and to relocate to the area (1)

RESULTS

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

Work Group Results

Average age on the Island has decreased

Established Arts District (1)

Community where every person feels welcome and valued

Less off-Island traffic due to housing and jobs on Island

More families moving to the Island (Increase in school attendance)

Actual Implementation

Increase in job opportunities (2)

Community representation across multiple levels where it can be seen and felt (2)

People are coming to Hilton Head for reasons other than vacation (field trips, culture, art day trips)

Culture, arts, and tourism become a comparable source of revenue and quality of life is improved

Better Test Scores

Increase in small and medium businesses

More diversity in elected Town officials

Arts Center and District (3)

Larger population of younger families with school-aged children (2)

Bigger corporation, multi-community with different cultures, accessible technology, social events, and adaptable environment (2)

Activity Date: 7-22-2019

Facilitated By: Sheryse DuBose



OUR PLAN SOAR ACTIVITY REGIONAL WORK GROUP

STRENGTHS

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

Work Group Results

- a) Lowcountry Area Transportation Study (LATS) is active & brings regional stakeholders together to discuss – Southern Lowcountry Regional Board (SoLoCo) – Lowcountry Council of Governments (LOCOG), Beaufort County Economic Development Corporation (BCEDC), SoLoCo support, nurture, and building on these – BCEDC partnership - Southern Carolina Alliance (5)
- b) Education [K-12, TCL, USCB] – K12 public school program best in the region on HHI (3)
- c) Interconnected bike paths (3)
- d) Diversity in the region, lots of people are from somewhere else - People from everywhere, diversity (2)
- e) Quality of life (2)
- f) Strong biking culture & infrastructure on HHI (1)
- g) A Town government that sees the need to “create our future” versus “predict the future” (1)
- h) Our volunteerism is amazing – Volunteers “experts” [distinctive cultural trait] (1)
- i) Proximity to Savannah airport & HHI airport (1)
- j) Creative pool of retirees – Vast resources of professionals who are active in the community (1)
- k) Strong environmental & development standards - Clean air & water - Strong beliefs in conserving the natural beauty of HHI - Clean accessible beaches and bike trails that attract repeat tourism - World class beaches - Priority to trees, landscaping, and aesthetics in site design (3)
- l) Heritage Golf Tournament, PGA alliance (1)
- m) Food culture
- n) Climate
- o) Brand quality
- p) Bikes, decrease auto traffic
- q) Pretty large and capable planning department that is/can continue to be involved on a lot of issues, high capability

OPPORTUNITIES

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

Work Group Results

- a) Grow non-hospitality industry - Recruiting economic sectors that diversify the region - Industry focused economic development, pick an industry where we can lead tourism technology, sustainable energy? (8)
- b) Gullah brand "Lowcountry" – fully integrate minority community (2)
- c) Make regionalism a built-in part of everyday planning and processes in Town committees and Town staff planning (2)
- d) Redevelopment of vacant properties instead of clearing new land (2)
- e) Connect volunteers to opportunities - Central location to find out about volunteer opportunities (1)
- f) Use "Our Plan" as a springboard to build a 3-County coalition for major regional needs with decision making ability (1)
- g) K12 & higher education, work closely with local industry/jobs to ensure training for jobs available now & future (1)
- h) Connected health care with regional
- i) Implement best practices in workforce housing
- j) Diversified economic opportunities
- k) Increase educational attainment
- l) Public transportation throughout Beaufort County – retail locations and housing connected
- m) Use LATS to continue furthering Palmetto Breeze/ transit goals & address HHI employee commute issue.
- n) Work at regional level for conservation of assets to preserve what brings people to HHI to Live-Work-Play
- o) Increase local workforce
- p) Business that promotes environmental issues/ conservation efforts of HHI.
- q) Create or hire a DMO that fosters & promotes our ecotourism, history & heritage assets, and arts & culture & food
- r) Create local & regional tax and other incentives to attract soft industries and in-home businesses
- s) Doctor turn-over
- t) Partner across state lines for economic development

WEAKNESSES

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

Work Group Results

- a) Sprawl & auto dependency – Decentralize sprawl, impacts of life & Beaufort County’s ability to compete in attracting same demographics (2)
- b) Workforce housing (2)
- c) Emergency communication – improve relationships with all emergency responder in prep for natural disasters, active shooters, etc. Coordinate pre-plans (1)
- d) Vulnerability to storms and climate change (1)
- e) Heirs property laws (1)
- f) Transportation (1)
- g) Not enough “imperative” to tackle gentrification and/or address cultural sustainability (1)
- h) Not enough outreach to the business & service stakeholders for input (1)
- i) Disparity between rich & poor
- j) Not enough car charging stations
- k) Time & money it takes for workers to get on & off the island
- l) Take seriously the need for cultural sustainability for Gullah
- m) After 2 hurricanes, is there a need for expertise in resiliency planning?
- n) Not enough 2 year or trades education
- o) Improve traffic on/off HHI, second bridge?
- p) Current state of commercial space, need modernizing
- q) Rising cost of living

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

- a) Future recessions that impact hospitality industry & housing market (1)
- b) Climate change (1)
- c) No marquis customers with local decision makers
- d) Rising sea level threat, control growth

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

- a) Pristine environment – Increase celebration of environment – Protecting & nurturing the natural environment (7)
- b) Three County Coalition that brings together out history & heritage assets and markets them collectively and aggressively – Cultural tourism tied to the region (4)
- c) Housing close to access to transportation and job locations (3)
- d) Connect HHI multi modal infrastructure to rest of region – More walkable/bikable places (2)
- e) Push HHI as a viable arts & culture friendly community and offer tax and other incentives – Arts community (2)
- f) Dynamic growth [sensitive to environment] (1)
- g) Welcoming
- h) Increased commercial space utilization
- i) Provision of Housing affordable to service workers
- j) Ad campaign – HHI “We are more than great beaches”
- k) Reinvent sustainability
- l) Viable public transportation

RESULTS

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

Work Group Results

- a) Penny tax for roads – Increase percentage of people walking/biking/carpooling/taking transit other than single occupancy vehicles – Reduction in automobile congestion due to people choosing other modes of transportation. (5)
- b) Reduce travel time & financial burden for workers commuting to HHI – Measureable reduction in peak hour traffic on 278 bridge (4)
- c) Economic Diversity across industries (3)
- d) Reduction in the disparity between rich and poor – Per capita income (3)
- e) Capital Investment
- f) Success – mindset not a destination
- g) Medical services for all (hospital, VIM, assisted living options)
- h) Mayor's Task Force for regional thinking
- i) Tourism numbers increase economic impact
- j) Decrease acrimony, increase community
- k) Increase in the age 18 to 40 age cohort

Activity Date: July 16, 2019

Facilitated By: Jayme Lopko