



The Town of Hilton Head Island  
**Our Plan Economy Work Group**

Wednesday, July 10, 2019, 2:00 p.m.

The Living Lab at Town Hall

**AGENDA**

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

**Work Group:**

***Revitalize and Modernize the Economy***

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. **Discussion Items**
  - a. SOAR Analysis
4. **Staff Reports/Updates**
5. **Adjournment**

*Please note that a quorum of Town Council may result if four (4) or more of their members attend this meeting.*

*Please note that a quorum of the Planning Commission may result if five (5) or more of their members attend this meeting.*



Town of Hilton Head Island  
**Our Plan Economy Work Group Meeting**

Wednesday, June 26, 2019 at 2:00 pm

The Living Lab at Town Hall

## **MEETING NOTES**

Work Group:

*Revitalize and Modernize the Economy*

**Present from Work Group:** Caroline McVitty, Suzanne Thompson, Peter Keber, Lee Lucier, Steve Birdwell, Rod Casavant, Craig Cleveland, Louise Cohen, Carlton Dallas, Ariana Pernice

**Present from Town Council:** None

**Present from Town Staff:** Jayme Lopko, Taylor Ladd, Jennifer Ray

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- The meeting was called to order at 2:00 PM.
- At the last meeting Carlton Dallas volunteered to be Work Group Co-Captain. Peter Keber volunteered to work with Carlton Dallas as Co-Captain.
- Jayme Lopko introduced the Revitalize and Modernize the Economy Attribute Activity. This activity is another process for gathering inputs to assist in drafting the strategies and tactics for Our Plan.
- Group members filled out the Attribute Worksheet by identifying attributes for each theme that resulted from the photo activity at the previous meeting. Group members then discussed their attribute ideas.
- The results of the attribute discussion for the themes covered include:

### Livability/Lifestyles

- Foster variable lifestyles
- Alternative office/work spaces
- Easy Commute
- Burgeoning health emphasis – wellness niche
- Quality of life
- Center of Excellence
- Live-Work-Play mentality – how to do it & do it differently
- Alternate job benefits
- Tap into human capital & volunteerism
- Community branding
- Great place to live for all ages

## Infrastructure

- Cutting edge telecommunications – technology ahead of crowd - 5G
  - Proximity to other areas – regional – location
  - Connective infrastructure
  - Cannot be World Class without technology
  - Stabilize economy more than revitalize
  - Diversify economy to enhance brand
  - More regional transportation
  - Public/private partnership for transportation
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- There was not sufficient time to discuss all the themes. The remaining themes will be discussed at a future meeting. Jayme Lopko passed out the SOAR analysis activity that will be conducted at the next meeting.
  
  - The meeting adjourned at 3:00 PM.

**Submitted by:** Jayme Lopko

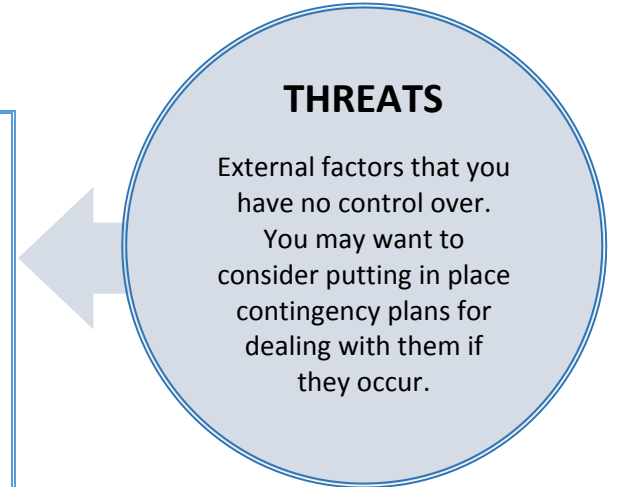
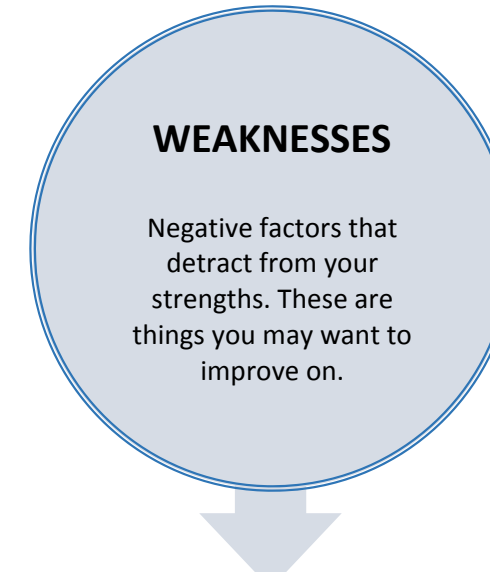


# Our Plan SOAR Activity

The purpose of the SOAR activity is to assist in the development of draft strategies and tactics by identifying and recording our:  
Strengths, Opportunities, Aspirations, and Results.

**In preparation for the group activity, please:**

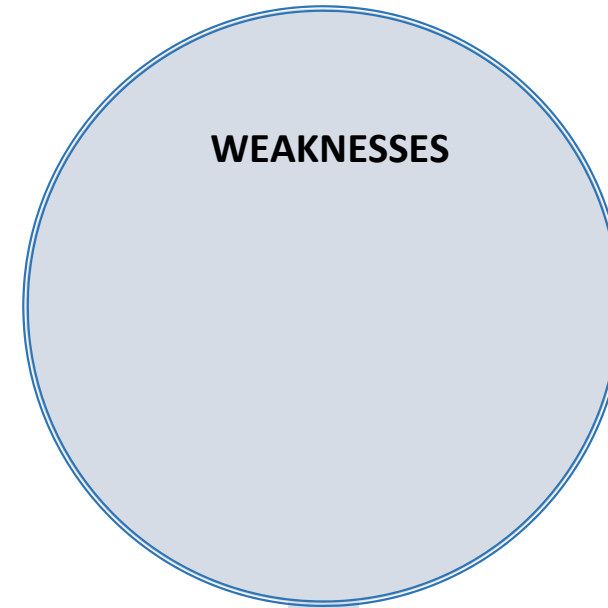
1. Read and consider the statements and questions in each of the two bubbles and
2. The four quadrants below, and
3. Record your answers, thoughts and observations in the Worksheet on the next page.



<p style="text-align: center;"><b>STRENGTHS</b></p> <p>What Hilton Head does well, along with its key assets, resources, capabilities, and accomplishments.</p> <ul style="list-style-type: none"> <li>• What do we excel at?</li> <li>• What are our greatest accomplishments?</li> <li>• What are we most proud of?</li> <li>• What makes us unique?</li> <li>• What do we provide that is world class?</li> <li>• What strengths are most valuable in our marketplace?</li> <li>• What do we do or have that makes us stand out?</li> </ul>	<p style="text-align: center;"><b>OPPORTUNITIES</b></p> <p>Circumstances that could be leveraged for success.</p> <ul style="list-style-type: none"> <li>• What partnerships would lead to greater success?</li> <li>• What changes and trends in the market align with our strengths?</li> <li>• What threats do we see that we could reframe as opportunities?</li> <li>• What needs and wants are we currently not fulfilling for our internal and external stakeholders?</li> <li>• Are there gaps in the market that we could fill?</li> </ul>
<p style="text-align: center;"><b>ASPIRATIONS</b></p> <p>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.</p> <ul style="list-style-type: none"> <li>• What do we want to achieve in the future?</li> <li>• What should our future look like?</li> <li>• How can we make a difference?</li> <li>• What are we passionate about?</li> <li>• What strategies and actions support our perfect future self?</li> </ul>	<p style="text-align: center;"><b>RESULTS</b></p> <p>Tangible outcomes and measures that demonstrate we've achieved our goals and aspirations.</p> <ul style="list-style-type: none"> <li>• What measures will tell us we are on track to achieve success?</li> <li>• How do we translate our idea of success into tangible outcomes?</li> <li>• How do we know when we've achieved our goals?</li> </ul>



# Our Plan SOAR Activity WORKSHEET



<b>STRENGTHS</b>	<b>OPPORTUNITIES</b>
<b>ASPIRATIONS</b>	<b>RESULTS</b>