



The Town of Hilton Head Island
Our Plan Economy Work Group

Wednesday, July 24, 2019, 2:00 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.

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. Development Team Feedback and SOAR Discussion
 - b. Our Plan Terminology Review
 - c. Begin 2010-2030 Comprehensive Plan Review
- 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, July 10, 2019 at 2:00 pm

The Living Lab at Town Hall

MEETING NOTES

Work Group:

Revitalize and Modernize the Economy

Present from Work Group: Suzanne Thompson, Peter Keber, Rod Casavant, Craig Cleveland, Louise Cohen, Carlton Dallas

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 2:05 PM.
 - Jayme Lopko and Taylor Ladd conducted the SOAR activity with group members. This activity was requested by the Development Team in order to better understand where each group is relative to their Core Value. The members were given an opportunity to discuss one of the items they added to the SOAR activity. After the discussion, members voted for which items they felt were important and they included:
 - Strengths:
 - Lots of positive recognition & press (#1 island again – 4th time in a row) – Tourist destination promotion (#1 island in US – 4 years straight) – World class amenities – Beach, Sports, People – World class combination of beaches, golf, nature (5)
 - Native Island culture (2)
 - Very talented human capital experience - Wide & deep experience & expertise in retirees living on HHI (1)
 - Stellar organizations like Coastal Discovery Museum, World Affairs Council, Symphony, etc. (1)
 - What makes us unique – many historic sites. The people who are the living history books. Civil & Revolutionary history (1)
 - Good tourist to homeowner/resident pipeline (1)
 - Human Capital – talented residents & experience (1)
 - Controlled Growth
 - Home town atmosphere
 - Safe environment
 - Access by water, land, air
 - Vacation destination
 - USCB HHI campus
 - Natural Environment
 - Beaufort County Economic Development Corporation
 - Hospitality

- Opportunities:
 - Don Ryan Center for Innovations – Bring 21st century tech to HHI – BizPitch competition (4)
 - Set & illuminate customer service standard [i.e. British startup] (4)
 - More affordable living for workforce or easier ways for workforce to access the island [i.e. public transportation] (2)
 - Protect the base – tourism, etc. (1)
 - Volunteerism (1)
 - Perception as only a retirement community – how to get young people to stay (1)
 - Intermodal – marine, road, bike air (1)
 - Threats are when we fail to recognize as important, structures in our communities, etc. (1)
 - Set & enforce appearance standards (1)
 - Conduct wage and benefit survey to address
 - Maintain market share from competing destinations
 - Telecommuting success stories – promote, nurture
 - Encore careers
 - Tapping into our residents
 - South Carolina Research Authority (SCRA) investment in startups
 - Continue to increase number of flights/destinations available
 - 300 islands to increase visibility of alternatives
 - Empiricize the human capital as a recruiting tool for business startups
 - Emphasize intracoastal waterway layover

- Weaknesses:
 - We are not “tiffany” level (1)
 - Communication and collaboration (1)
 - Only one was on/off the island

- Threats:
 - Concern for others and their problems (1)
 - Hurricanes
 - Rising Sea Level – climate change

- Aspirations:
 - Living history site [Historic Mitchelville Freedom Park] (3)
 - Revitalize/redevelop some of the vacant spaces around HHI (2)
 - Be passionate about what make HHI stand out from everyone else (2)
 - To again become a leader in development/tourism/sustainability (2)
 - Leverage unique HHI attributes to attract more diverse businesses (outside tourism) – World class in all we do (2)
 - Not forgetting or wiping out the history and sites - Educate the public about the history of the island (2)
 - Seize the emerging niches (1)
 - Making sure we understand the past (1)
 - Market globally, leverage Verona sister city connection (1)
 - Long term investment in technology infrastructure (1)
 - More entrepreneurial – small footprint high intellectual knowledge jobs w/o commute (1)

- Year round destination - Increase should & off season tourism (1)
 - More physical oriented activity
 - Venue space for our world class organizations
 - Become a cross cultural mecca – cultural festivals
 - Traffic control
 - Keep HHI beautiful
 - Close the achievement gap by focusing on cultural hurdles or impediments
- Results:
 - Living history site [Historic Mitchelville Freedom Park] (3)
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 - The group concluded discussions. Jayme Lopko will reach out to members that were not able to attend to give them the opportunity to participate and their responses will be incorporated into the results.
 - The meeting adjourned at 3:10 PM.

Submitted by: Jayme Lopko



OUR PLAN

SOAR ACTIVITY

REVITALIZE & MODERNIZE THE ECONOMY

STRENGTHS

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

Work Group Results

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OPPORTUNITIES

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

Work Group Results

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WEAKNESSES

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

Work Group Results

- We are not “tiffany” level (1)
- Communication and collaboration (1)
- Only one was on/off the island

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

- Concern for others and their problems (1)
- Hurricanes
- Rising Sea Level – climate change

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.

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RESULTS

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

Work Group Results

- Diverse economy – More successful businesses on the island - Number of new businesses (3)
- Business startups (2)
- Capital dollars increased (1)
- We will know when our goals are achieved when we agree and when we are on the same page (1)
- Decrease average age, increase millennials moving to HHI (1)
- Increase median income
- Reduction in free & reduced lunches
- Jobs created
- Island economy grows

Activity Date: July 10, 2019

Facilitated By: Jayme Lopko