



The Town of Hilton Head Island  
**Our Plan Excellence Work Group**  
Thursday, October 17, 2019 at 2:00 PM  
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:**

### ***Relentless Pursuit of Excellence***

- 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. Welcome**
- 4. New Business**
  - a. Development Team feedback for draft goals review and discussion
- 5. Staff Report/Updates**
  - a. Schedule overview and next steps
- 6. 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.*



# OUR PLAN

## DRAFT GOALS- **REVISED**

### Relentless Pursuit of Excellence

**1. To create a people-focused community of excellence.**

Notes: Will include strategies to address community values and expectations that are measurable.

**2. To become a nationally recognized residential community that values and honors the history of the Island and its people.**

Notes: Addressing community, history and culture.

**3. To create a Center for Excellence for Hilton Head Island.**

Notes: Drawing from the Our Future Vision and Strategic Action Plan

### Suggested Goals for Other Work Groups to Consider

1. Infrastructure: To actively prepare for future modes of transportation while upgrading current infrastructure.  
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2. Connected: To create a cohesive community/ environment where leaders, residents and stakeholders can voice opinions and collaborate to address and resolve community concerns.
3. Economy and Inclusive: To be an excellent community where young people come to or return to and can thrive as adults economically, socially, emotionally and physically.
4. Environment: To promote the natural environment is a core element of our society that is considered in land planning and development to ensure continuous appeal.
5. Regional: To improve regional access to surrounding communities.
6. Economy: To be a place where people that can work anywhere in the world choose to live and consider as a competitive option.
7. Inclusive: To recognize the benefit and value of arts, culture and recreation and budget for programs, maintenance and expansion for future generations.

Submitted By: Taylor Ladd

Date: 09-26-19

Revised: 10-04-2019



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

Thursday, October 3, 2019 at 2:00 pm  
The Living Lab at Town Hall

## **MEETING NOTES**

Work Group:  
*Relentless Pursuit of Excellence*

**Present from Work Group:** Natasha Aiken, Leah Arnold, Heather Rath, Roselle Wilson

**Present from Town Council:** Tamara Becker

**Present from Town Staff:** Jennifer Ray

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- The meeting was called to order at 2:00 PM.
  - Jennifer Ray reviewed with the group articles received from the public for the group to consider in their goal development. This information is attached to these minutes.
  - Ms. Ray led the group through a goal development discussion where the goal statements developed in the previous meeting were revised as follows:
    1. To create a people-focused community of excellence.
    2. To become a nationally recognized residential community that values and honors the history of the Island and its people.
    3. To create a Center for Excellence for Hilton Head Island.
  - Ms. Ray discussed with the group the up-coming Development Team meeting on October 7, 2019 where they will be reviewing the draft goals with each group. The October 17 meeting for Excellence will be an opportunity to recap the Development Team input.
  - Ms. Ray reviewed with the group the up-coming schedule of events, including the Open Houses being held October 8 and 16, as well as the group's remaining meeting schedule and the general Our Plan timeline.
  - Ms. Ray asked if anyone in attendance from the public had comments for the group. None were received.
  - The meeting adjourned at 3:04 PM.
- Submitted by:** Taylor Ladd

## **Public Input provided to Our Plan Excellence Work Group for 10/3/2019 Meeting:**

The following is a link to an article shared with the Excellence Work Group from Jeanne Antonuccio: <https://www.forbes.com/sites/work-in-progress/2012/03/06/redefining-excellence-for-todays-world/#7b164ad347f2>

Here is a snippet:

Excellence starts with getting very clear on the end state you wish to achieve (winning) and relentlessly driving towards it every day. Excellence requires knowing when to push on (even when you don't have all the information or the perfect solution), but doing it well and constantly refining as you forge ahead. Excellence means accepting only the best, and understanding that when it is not given that you, as the leader, are at least partly responsible.

Ms. Antonuccio has also shared ideas that have occurred to her during observation of the group:

- Leading - into the future
- Creating - forging forward
- Experts - people coming to HH for advice
- Positive
- Quality
- Reaching beyond your goal
- Working as Hilton Head Island Community not individual communities

At the 9/19/19 Excellence meeting, Alan Perry shared the following passage that he ran across: "Be a NEOPOLITAN! Don't try to be Baskin Robbins. You will fail if you try to be 31 flavors in his business! Chocolate, Strawberry, and Vanilla...those are the classics. Take the basics and make them into the very best flavor you can! Focus on what you do well, and become the Best at it! Don't try to be everything to everyone. That usually makes you painfully inadequate in many areas. Pick essential principles and help your team to become the EXPERTS in those core areas. If you hire a personal trainer, they will help you find the best strategies to improve your fitness. Without fail, the importance of strengthening your core will arise. Why? Your core is the foundation that allows everything else in your body to become stronger. The same principles apply to business. Without a strong foundation, it's nearly impossible to achieve a high level of success!" (source unknown)