



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

**Thursday, October 3, 2019 at 2:00 PM**

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:**

***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 and Announcements**
- 4. New Business**
  - a. Draft goal statements review and discussion
- 5. Staff Report/Updates**
  - a. Schedule overview and coming events
- 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

### Relentless Pursuit of Excellence

**1. To define “Best in Class” as it relates to our community and adopt the ideal of Excellence.**

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

**2. To be a community that prioritizes the greater good of everybody.**

Notes: Addressing quality of life and inclusion

**3. To become the area/community everyone wants to live in: Be the gold standard that every other community aspires to be with efforts of continually looking back at history of the Island.**

Notes: Addressing community and history

**4. To be recognized as a national center for historic education and preservation of Gullah heritage throughout the Gullah-Geechee Corridor.**

Notes: Addressing culture and history

## **5. To create Hilton Head Island as an epicenter for Excellence.**

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.
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



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

Thursday, September 19, 2019 at 2:00 pm

The Living Lab at Town Hall

## **MEETING NOTES**

Work Group:

*Relentless Pursuit of Excellence*

**Present from Work Group:** Leah Arnold, Steph Caller, Brian Kinard, Alan Perry, Roselle Wilson

**Present from Town Council:** None

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

---

- The meeting was called to order at 2:00 PM.
- Taylor Ladd recapped for the group the goals discussion from the last meeting and went over the handouts for the meeting including the agenda, meeting minutes, a synopsis of the group's work to date (attached to this document), and excerpt from the Our Future Strategic Action Plan and documentation of public input.
- Ms. Ladd and Jennifer Ray led the group through a goal development discussion where the following goal statements were drafted:
  - Define "Best in Class" as it relates to our community. Adopt the ideal of Excellence.
  - Actively preparing for future modes of transportation while upgrading current infrastructure.
  - Community that puts the greater good of everybody as whole and as priority.
  - Become the area/community everyone wants to live in: Be the gold standard that every other community aspires to be with efforts of continually looking back at history of the Island.
  - Create a cohesive community/ environment where leasers, residents and stakeholders can voice opinions and collaborate to address and resolve community concerns.
  - An excellent community is one where young people come to or return to and can thrive as adults economically, socially, emotionally and physically.
  - The natural environment is a core element of our society that is considered in land planning and development to ensure continuous appeal.
  - Improve regional access to surrounding communities- People that can work anywhere in the world choose to live and here and consider HHI as a competitive option.
  - Recognize the benefit and value of arts, culture and recreation and budget for programs, maintenance and expansion for future generations.
  - Recognized as a national center for historic education and preservation of Gullah heritage throughout the Gullah-Geechee Corridor.

- Ms. Ladd and Ms. Ray discussed with the group that these goal statements are drafts and that they will have the opportunity to revisit them at the next meeting before they are issued to the Development Team. Ms. Ladd said she would send a meeting synopsis out to the entire group so that folks who missed the meeting will have a chance to review and provide feedback.
- Ms. Ray asked if anyone in attendance from the public had comments for the group. Ms. Jeanne Antonuccio offered a definition of excellence to the group that she had researched. Mr. Owen Ambur offered insight about the Total Quality Management Movement and Capability Maturity Model and emphasizing the process as an important part of the outcome in terms of achieving excellence.
- Prior to closing the meeting, Ms. Ladd reviewed with the group the up-coming schedule of events.
- The meeting adjourned at 3:00 PM.

**Submitted by:** Taylor Ladd

## **Our Plan Excellence Work Group- Recap**

### Themes (Photo Activity)

- Commerce
- Governance
- Education
- Environmental Protection
- Transportation
- Technology and Telecommunication
- Environmental Infrastructure
- Community, with emphasis on People
- Recreation, including Arts and Culture

### Attribute Workshop Synopsis (based on Themes)

#### **Commerce Examples and Ideas of Excellence Opportunities for HHI**

- Embrace remote workers
- More local markets
- Explore innovative environmental commerce
- Technical connectivity to increased human industry
- Expanded tax base industry with low impact
- Creative production for medical, environmental, marketing/advertising
- Digital industry
- Better ways to communicate to minority communities about opportunities
- Local businesses; cottage industry grown and encouraged
- Cultural tourism
- Local non profits
- Reuse the older buildings
- Multi-generations housing
- Demolish older buildings to create greenspace
- Food truck lot
- No chain businesses (Vail as example)
- On-island vocational training
- Understand the poor are getting poorer
- Understand decline in future generations
- Housing developed at varying levels

#### **Education Examples and Ideas of Excellence Opportunities for HHI**

- All locals have access to top quality education
- Tourists have access to history and natural education
- Higher learning- continuing ed
- Town should set expectations for education levels
- Become a leader in higher learning
- No student left behind

- Path(s) for young people to learn management of island industries
- More facilities where kids can do their homework or get a mentor to help
- Centralized K-12<sup>th</sup> kids involved in community
- USCB: How to work with their facility
- Technical education
- Form our own school district or management node

### **Infrastructure: Transportation Examples and Ideas of Excellence Opportunities for HHI**

- Embrace new modes of transportation
- Find ways to promote transportation other than cars
- True understanding of where technology will take transportation
- Done cars vs. autonomous cars
- Effective and economical public transportation
- Improve this
- Electric bikes on pathways
- Airport- private air ride sharing
- Free public transportation
- Accessible transportation
- Slow traffic down
- Lyft and Uber partnering with cities (Pittsburgh and Paris examples)

### **Governance Examples and Ideas of Excellence Opportunities for HHI**

- Town staff and leaders who understand the selfless role they play in managing/directing growth and sustainability
- Opportunity to have a driver's license
- Less hit and run cases
- Limited government municipality- educate residents so they understand what this means
- Fair share from Beaufort County
- Own police department
- Put safety first in all aspects of government
- Responsible disbursement of funds to those in community who benefit most
- Put people first-always
- Neighborhood activity acknowledged
- Showcasing cultures

### **Environmental Protection Examples and Ideas of Excellence Opportunities for HHI**

- Single stream recycling island wide
- Address rising sea level potential, effective drainage plans, environmental and household protections
- Program that can make the community involved on cleaning the beach
- Keep excellent
- Educate visitors
- Ban single use plastic bottles

- Set up animal waste trash collectors at all beach
- Understand real impact of rising sea levels from PAWS island report
- Return to original land uses: fishing and farming
- Lead with solar
- Preservation planning

### **Infrastructure: Telecommunication and Technology Examples and Ideas of Excellence Opportunities for HHI**

- Must have latest tech to meet the needs of future employers
- Improved connectivity to allow uninterrupted dialog
- There are limited choices- improve this
- Close infrastructure disparities gap
- All-access to high level technology; “gig economy”
- Global connectivity
- Emergency warning systems
- Cyber cafes

### **Infrastructure: Environment and Green Tech**

- Need more expertise
- Solar

### **Community and People**

- Inclusive
- This is a people-centered Town
- Recognizing all communities
- Less visitors and more residents
- Redo of ATAX and understand how state funding drives ATAX
- Build for my kids- what do they want?

### **Recreation and Arts/Culture**

- Better access to our outdoor resources
- Commit to know our arts and culture
- Integrate history for island into all education
- Build pathways and education into the environment
- Recreation for all ages and demographics
- Passive and non-passive parks
- Venues for special and larger events
- Aquatics facility

### **Other Theme: “good life for all”**



Key Input from SOAR Activity (see full report as needed)

- Strengths:
  - Hospitality and kindness
  - We are most proud of our people, our community
  - Gold Level Bicycle Friendly Community
  - Many Community events; creating community
  - Fire Rescue
  - Excellent volunteerism, fund/friend raising; intentional and super smart volunteers
  - Land conservation/desire to protect land; excellent/well maintained green spaces; natural beauty
- Opportunities:
  - Market to visitors who share our values; more diverse marketing for our brand; control our message (both to visitors and public inside and out)
  - Land planning around potential sea level rise
  - Mixing infrastructure and marketing; lift electric bike ban on pathways and build protected bike lanes
  - Work toward a workforce housing solution
- Weaknesses
  - Focus spending on people who need it most
  - Control by those living in community who have more power over elected officials
- Threats
  - Natural disaster
  - Elimination of native island families
  - School achievement gaps
- Aspirations
  - Excellent school system, known for excellence; #1 schools in state
  - More inclusive diverse community that embraces the native island community
  - Less cars, more multi-modal everywhere
  - Embrace Gullah community which will soon be nonexistent; partnership to preserve the Gullah history
  - Plastic free community
  - Passionate about keeping our kids safe and healthy
  - More people living here actually; family
  - Continuing to improve pedestrian/cyclist safety
  - Continue to improve on our protection and use of natural resources
- Results
  - Gullah Corridor national recognition
  - Better access to tech/high speed
  - Measured against other like communities in US and be in top 3
  - Epicenter for senior wellness
  - Additional National media accolades