



The Town of Hilton Head Island  
**Our Plan Excellence Work Group**  
Thursday, November 7, 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. Review and discussion of strategies for Excellence goals
- 5. Staff Report/Updates**
  - a. Announcements
- 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 and STRATEGIES

#### Relentless Pursuit of Excellence

#### 1. To be a people-focused community of excellence.

Notes: Will include strategies to address community values and expectations that are measurable. This goal is intended to cover everyone.

Development Team:

- We should be constantly adjusting, innovating and implementing
- What do we want to be?
- Are we exploring a Town-wide branding initiative... why do people choose to live here and why do they choose to work here?
- How do we build accountability into this to ensure we keep pushing to the next level?

Strategies from 2010-2030 Comp Plan:

- Endorse and fund future efforts to maintain the most current and accurate demographic data for HHI. Make this information available and up to date on the Town's website.
- Research or develop a "quality of life standard and implement into the permitting review for residential developments
- Have adequate and cost effective law enforcement services for the Island.
- Provide Fire and Rescue and Emergency Management services to Island residents and visitors.
- Have an appropriate mix of land uses to accommodate permanent and seasonal populations and existing market demands in order to sustain the Town's high quality of life and meet the needs of future populations

Work Group Input:

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

Notes: Addressing community, history and culture. This goal is not about the transient population. It is about the people and those here before us.

Development Team:

- This goal specifies "history." Should art and culture be included in the statement? Is there a way to broaden the statement then use strategies to capture the different segments?
- Unsure about the use of the term "residential" to modify community in the statement. Is this being too exclusive of the key visitor component that is part of the Island?

<p>Strategies from 2010-2030 Comp Plan:</p> <ul style="list-style-type: none"> <li>• Support educational programs about the rich cultural heritage of HHI</li> <li>• Preserve and maintain cultural heritage and historical resource sites</li> </ul>
<p>Work Group Input:</p> <ul style="list-style-type: none"> <li>•</li> </ul>

<p><b>3. To be a Center for Excellence for Hilton Head Island.</b></p>
<p>Notes: Drawing from the Our Future Vision and Strategic Action Plan</p>
<p>Development Team:</p> <ul style="list-style-type: none"> <li>• Acknowledge the Center may not be a brick and mortar entity</li> <li>• Can include opportunities to recognize people and their achievements in the community</li> </ul>
<p>Strategies from 2010-2030 Comp Plan:</p> <ul style="list-style-type: none"> <li>• Provide staff and facilities to maintain excellent administration of all Town government functions that adapt to changes in community needs</li> <li>• Provide excellent Town services funded through a variety of revenue sources</li> <li>• Set an example for the community by maintaining Town projects and properties in excellent condition which enhances the Island's character</li> <li>• Champion innovation in Community Planning and reward creative concepts of approach to legacy issues</li> <li>• Include Green Practices Center of excellence, Center for Creative Retirement and Center for Economic Excellence</li> <li>• Continue national promotion and recognition of Town's rec facilities, programs and opportunities such as beaches, pathways and cycling</li> </ul>
<p>Work Group Input:</p> <ul style="list-style-type: none"> <li>•</li> </ul>

Submitted By: Taylor Ladd

Date: 09-26-19

Goals Revised: 10-04-2019 and 10-28-2019



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

Thursday, October 17, 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, Alan Perry, Heather Rath

**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.
  - Taylor Ladd called the meeting to order and reviewed with the group a recap from the last meeting with a discussion that today's meeting is a continuation.
  - Ms. Ladd led the group through a discussion where the goal statements were revised as follows based on Development Team feedback and staff input:
    1. To be a people-focused community of excellence.
    2. To be a nationally recognized residential community that values and honors the history of the Island and its people.
    3. To be a Center for Excellence for Hilton Head Island.
  - In concert with the goals discussion, the group members reviewed specific Development Team feedback for each goal from the October 7 work group goals review meeting as outlined in the attached Draft Goals Report. Strategies pulled from the current Comprehensive Plan were also included and incorporated into the discussion.
  - Ms. Ladd reviewed with the group the up-coming schedule of events, including the Development Team meeting on December 2 to review draft strategies, as well as the group's remaining meeting schedule and the general Our Plan timeline.
  - There were no comments from the public.
  - The meeting adjourned at 3:04 PM.
- Submitted by:** Taylor Ladd



## OUR PLAN

### DRAFT GOALS- REVISED

## Relentless Pursuit of Excellence

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

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Development Team:

- We should be constantly adjusting, innovating and implementing
- What do we want to be?
- Are we exploring a Town-wide branding initiative... why do people choose to live here and why do they choose to work here?
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Strategies from 2010-2030 Comp Plan:

- Support educational programs about the rich cultural heritage of HHI
- Preserve and maintain cultural heritage and historical resource sites

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

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

Development Team:

- Acknowledge the Center may not be a brick and mortar entity
- Can include opportunities to recognize people and their achievements in the community

Strategies from 2010-2030 Comp Plan:

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- Provide excellent Town services funded through a variety of revenue sources
- Set an example for the community by maintaining Town projects and properties in excellent condition which enhances the Island's character
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- Continue national promotion and recognition of Town's rec facilities, programs and opportunities such as beaches, pathways and cycling

### **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  
Revised: 10-04-2019