



The Town of Hilton Head Island
Our Plan Excellence Work Group

Thursday, August 1, 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. SOAR Analysis Activity
- 5. Staff Report/Updates**
- 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.

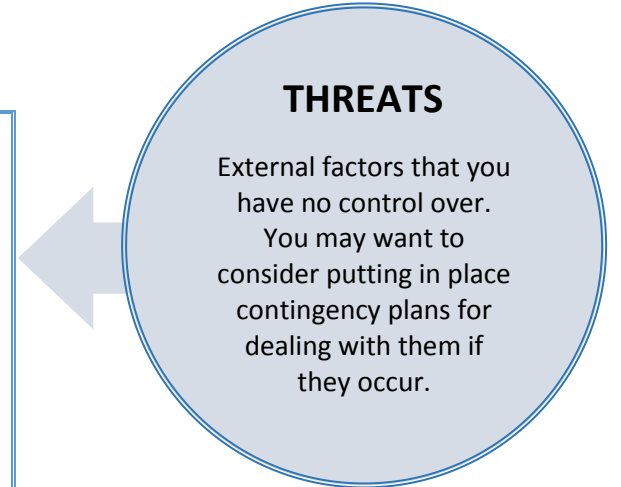
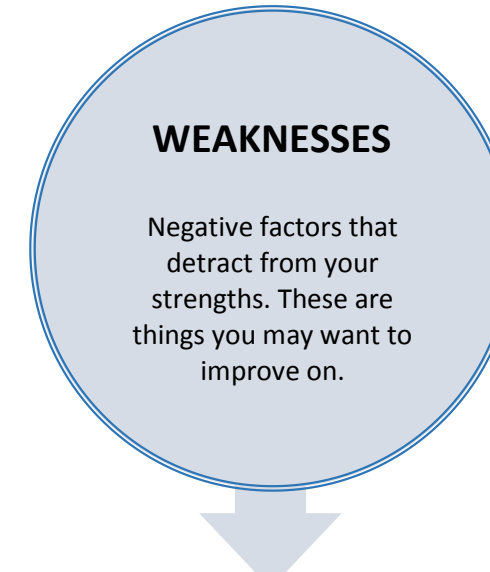


Our Plan SOAR Activity

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:

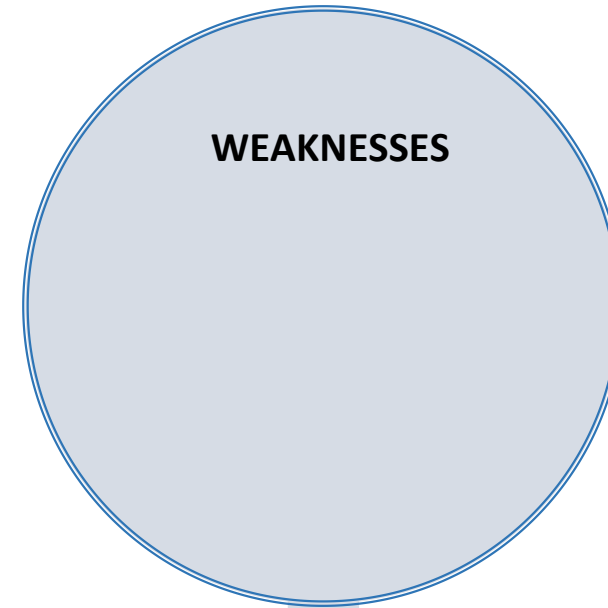
1. read and consider the statements and questions in each of the two bubbles and
2. four quadrants below, and
3. record your answers, thoughts and observations in the Worksheet on the next page.



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



Our Plan SOAR Activity WORKSHEET



STRENGTHS	OPPORTUNITIES
ASPIRATIONS	RESULTS



Town of Hilton Head Island
Our Plan Excellence Work Group Meeting

Thursday, June 20, 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, Brian Kinard, Alan Perry, Heather Rath, Roselle Wilson, Veronica Zacharias

Present from Town Council: David Ames

Present from Town Staff: Taylor Ladd, Jennifer Ray

- The meeting was called to order at 2:06 PM.
- Taylor Ladd opened the meeting with a recap of the photograph activity from the last meeting with a review of the themes that came out of the activity being used for today's activity.
- Taylor Ladd introduced the Attribute Activity. Using the worksheet provided with the group's themes, group members were asked to think of an excellent idea or example for Hilton Head pertaining to each theme.
- Group members completed the attribute worksheet and had a discussion around the Commerce, Education and Infrastructure: Transpiration themes.
- The results gleaned from the group's worksheets for this activity are as follows:

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-12th 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”

- Taylor Ladd asked if anyone in attendance from the public had comments for the group. Councilman Ames provided insight regarding the innovative character of what Charles Fraser did for the Island.
- Taylor Ladd discussed plans for the up-coming meetings and handed out the SOAR activity worksheet for their review prior to the next meeting.
- The meeting adjourned at 3:08 PM.

Submitted by: Taylor Ladd