



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

**Thursday, August 15, 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 and Announcements**
- 4. New Business**
  - a. Development Team Feedback and Follow-up SOAR Discussion
  - b. Our Plan Terminology Review
  - c. Begin 2010-2030 Comprehensive Plan Review
- 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.*



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

Thursday, August 1, 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, Steph Cauller, Brian Kinard, Heather Rath, Roselle Wilson

**Present from Town Council:** Glenn Stanford

**Present from Town Staff:** Jennifer Ray

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- The meeting was called to order at 2:06 PM.
- The Work group discussed the up-coming presentation and discussion with the Development Team on August 5.
- Jennifer Ray 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 complete report with the activity results is attached to these minutes. A selection of some specific items voted on by group members during the activity include:
  - Strengths:
    - Land conservation/desire to protect land; excellent/well maintained green spaces; natural beauty
    - Many Community events; creating community
    - Excellent volunteerism, fund/friend raising; intentional and super smart volunteers
  - 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; multi-modal everywhere
  - Embrace Gullah community which will soon be nonexistent; partnership to preserve the Gullah history
- Results
  - Gullah Corridor national recognition
  - Measured against other like communities in US and be in top 3
  - Additional National media accolades
- Ms. Ray asked if anyone in attendance from the public had comments for the group. Frank Babel, Councilman Stanford, Jane Joseph and Development Team member Jeanne Antonuccio offered relevant insight to the group regarding the topic of excellence and Hilton Head Island. Specifically, Councilman Stanford recognized and spoke to an appreciation for the efforts of the group and thanked them for their work.
- The meeting adjourned at 3:15 PM.

**Submitted by:** Taylor Ladd



# OUR PLAN

## SOAR ACTIVITY

### EXCELLENCE WORK GROUP

#### STRENGTHS

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

##### Work Group Results

- Hospitality and kindness (1)
- We are most proud of our people, our community (1)
- Gold Level Bicycle Friendly Community
- Many Community events; creating community (1)
- Fire Rescue
- Excellent volunteerism, fund/friend raising; intentional and super smart volunteers (1)
- Land conservation/desire to protect land; excellent/well maintained green spaces; natural beauty (3)

#### OPPORTUNITIES

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

##### Work Group Results

- Market to visitors who share our values; more diverse marketing for our brand; control our message (both to visitors and public inside and out) (4)
- Land planning around potential sea level rise (2)
- Mixing infrastructure and marketing; lift electric bike ban on pathways and build protected bike lanes (2)
- Fill gaps in younger working families; remote working (2)
- School District and State support better schools (1)
- Create more cheerleaders for our island (2)
- Partnerships within the community that help keep the Gullah culture alive/authentic (2)
- Opportunities for new workforces to make HHI home, i.e. cottage industries
- Opportunity to bring more people together

- Regaining trust of the native islanders (1)
- Main Street safe access to schools (1)
- Native Island Community as internal stakeholders (1)
- Work toward a workforce housing solution (2)
- Bring more people together
- Increase quality and lower cost access to water sports
- Cultural/historical preservation and enhancement (1)

## WEAKNESSES

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

### Work Group Results

- Focus spending on people who need it most (1)
- Control by those living in community who have more power over elected officials (1)

## 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

- Elimination of native island families (1)
- School achievement gaps (1)
- Natural disaster (2)
- Population shift in country (1)

## 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.

### Work Group Results

- Embrace Gullah community which will soon be nonexistent ent.; partnership to preserve the Gullah history (2)
- More inclusive diverse community that embraces the native island community (3)
- Less cars, more multi-modal; multi-modal everywhere (2)
- Passionate about our citizens and the environment
- Plastic free community (1)
- Excellent school system, known for excellence; #1 schools in state (3)
- Passionate about keeping our kids safe and healthy
- More people living here actually
- Continuing to improve pedestrian/cyclist safety
- Bring more families to island (3)
- Continue to improve on our protection and use of natural resources (1)
- Hilton Head Island to Savannah bullet train
- Historical destination with national recognition (1)
- Water based bike/walk/golf cart pathways on ocean and marsh
- Community that works together to enhance the community

## RESULTS

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

### Work Group Results

- Gullah Corridor national recognition (3)
- Better access to tech/high speed
- Measured against other like communities in US and be in top 3 (3)
- Epicenter for senior wellness
- Additional National media accolades (3)

Activity Date: August 1, 2019

Facilitated By: Jennifer Ray