



The Town of Hilton Head Island
Our Plan Parks & Recreation Task Group

Wednesday, August 21, 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:

Parks and Recreation Task Group,

Sub-group of Fostering an Inclusive Multi-Dimensional Community

- 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. Parks and Recreation Task Group 2-Hour Focus Group Session with LÖSE Design, Parks and Recreation Master Plan Consultant
- 5. 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 Parks and Recreation
Task Group Meeting**

Wednesday, August 7, 2019 at 2:00 pm
The Living Lab at Town Hall

MEETING NOTES

Work Group:
*Parks and Recreation Task Group,
Sub-group of Fostering an Inclusive Multi-Dimensional Community*

Present from Work Group: Chairman Butch Kisiah, John Brighton, Jack Daly, Mary Hall, Wes Kitashima, Quin Monahan, Pete Savarese, Frank Soule, Pat Zuk

Present from Town Council: None

Present from Town Staff: Taylor Ladd

- The meeting was called to order at 2:03 PM.
- The Work group discussed the up-coming presentation and discussion with the Development Team on August 19.
- Taylor Ladd 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. This activity entailed time for the group members to put together their thoughts about each element of the SOAR, followed by a round-table discussion about some of the key topics. Finally, each member voted on their top items of concern or interest, which is reflected by items listed with a number in parentheses in the attached SOAR Report.
- 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:
 - Excellent programs through Island Rec Association with programming for all ages and dedicated staff
 - Planned island development that is eco-nature friendly
 - Abundance of nature-based recreation due to the beautiful lowcountry environment
 - World renown for tennis and golf with opportunity to grow/enhance
 - Ethos and vision
 - Opportunities
 - Partner with USCB
 - Sports tourism
 - Establish a Parks and Rec Dept within the Town of Hilton Head Island

- Find ways to repurposed golf facilities as needed as interest in golf changes
- Weaknesses
 - Where to get funding “show me the money)
 - Seems like in terms of sports/rec, we have multiple fields already but that are in terrible shape, ie- no funding so they are sub-par in quality for such a wealthy area
 - No department level representation for parks and recreation within the Town, “no seat at the table.”
 - Rec sports and facilities need more fields
 - Absentee Population
- Threats
 - No more growth and NIMBY mentality
 - Decreasing population as baby boomers age out and there are less “users” to support programs and facilities
- Aspirations
 - NCAA sports
 - Multi-field baseball/softball complex that exceeds NCAA requirements
 - Sports complex with multi-use facility
 - 25x50 meter competitive pool with separate tank for therapeutic water programs
 - Multi-field synthetic turf soccer complex
 - Destination for diverse population: younger/older, higher/lower income, under-represented groups
- Results
 - Parks and Rec department at Town, or Director position in lieu of an entire department
 - Funding
 - Increase in sports tourism
 - We have accomplished and executed the recommended plan
 - Track progress on facility development and upkeep
- Ms. Ladd reviewed with the group the tentative schedule for the up-coming kick-off visit with LÖSE Design August 19-21. The next meeting of this Task Group on August 21 will be a 2 hour focus group meeting with LÖSE.
- The meeting adjourned at 3:15 PM.

Submitted by: Taylor Ladd



OUR PLAN

SOAR ACTIVITY

PARKS AND RECREATION TASK GROUP

STRENGTHS

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

Work Group Results

- Excellent programs through Island Rec Association with programming for all ages and dedicated staff (5)
- Planned island development that is eco-nature friendly (3)
- Abundance of nature-based recreation due to the beautiful lowcountry environment (1)
- World renown for tennis and golf with opportunity to grow/enhance (1)
- Ethos and vision (1)
- We are already a destination
- Charles Fraser mindset of fitting with nature
- Hospitality
- International reputation
- Wealthy tax base
- Year-round climate for recreation opportunities
- When we do things they are done extremely well (ie, Island Rec new facility)
- Locals know locals
- Beaches
- Ocean
- Heritage Golf Tournament
- Good quality of life
- Moving parks and rec forward

OPPORTUNITIES

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

Work Group Results

- Partner with USCB (6)
- Sports tourism (5)
- Establish a Parks and Rec Dept within the Town of Hilton Head Island (1)
- Find ways to repurposed golf facilities as needed as interest in golf changes (1)
- Acquire parks from the County
- Greater cooperation with USCB to develop high quality athletic venues
- Untapped natural resources
- Acquire land specifically for parks and rec
- Evaluate Current parks and available land for changing recreation needs in health and fitness, unique experiences, nature based, etc
- Destination for athletic teams and clubs
- Plan for future changes in demographic needs of Gen X and Y for experiential travel and generational programming. "The place is the Experience"
- Diversity: opportunities for all socio-economic classes
- Eco-tourism and History tours
- Town to contract Rec Programs with Island Rec across the Island
- Better coordination with Beaufort County
- Partner with activity groups
- To change the thinking of public
- Positive mix of programming

WEAKNESSES

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

Work Group Results

- Lack of workforce (2)
- Where to get funding "show me the money) (1)
- Seems like in terms of sports/rec, we have multiple fields already but that are in terrible shape, ie- no funding so they are sub-par in quality for such a wealthy area (1)

- No department level representation for parks and recreation within the Town, “no seat at the table.” (1)
- Rec sports and facilities need more fields (1)
- Absentee Population (1)
- PALS
- Rec sports may benefit from adjusting vendors or reorganization
- Could use more environmental education, Gullah and history passive attractions
- Sever weather
- Beach access for the public
- Aging population
- Coordination of facility use and maintenance programs throughout the Town
- Current facility limited usage

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

- No more growth and NIMBY mentality (2)
- Decreasing population as baby boomers age out and there are less “users” to support programs and facilities (1)
- Overdevelopment and loss of land (1)
- Available work force
- Available large areas for future facility development
- Impact on environment
- World and US events may influence travel dollars and visitors going elsewhere
- Attractions that are not part of our ethos (amusement parks, etc)
- Bluffton, as they provide more and more it’s harder and harder for HHI to attract young families
- Traffic

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

- NCAA sports (6)
- Multi-field baseball/softball complex that exceeds NCAA requirements (4)
- Sports complex with multi-use facility (4)
- 25x50 meter competitive pool with separate tank for therapeutic water programs (3)
- Multi-field synthetic turf soccer complex (3)
- A turf field/soccer field to allow USCB and locals to have a place for sports year-round with lights (3)
- Destination for diverse population: younger/older, higher/lower income, under-represented groups (2)
- Town-wide transportation system to open up the island to all (2)
- More youthful vibe (2)
- Fishing pier (1)
- Retention of our young residents to stay or return to HHI as life-long residents (1)
- World-class facilities to promote recreation tourism (1)
- We need an all sports facility properly funded that would allow year-round access of top quality facilities (1)
- Large recreation center on south end of island with pool, gym, fitness center, etc (1)
- Think regionally- new approach every day (1)
- Safe, multi-modal roadways (1)
- Increase paddle/sail/fishing access (1)
- Improve leisure and rec facilities
- More nature experiences
- Get local businesses involved in an all-sports facility to help fund it and to attract attention to it
- Conserve and protect natural resources
- Implement a plan that has achievable goals
- Fill needs of Island population as age range changes to align with our plan visioning goals

RESULTS

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

Work Group Results

- Parks and Rec department at Town, or Director position in lieu of an entire department (8)
- Funding (6)
- Increase in sports tourism (5)
- We have accomplished and executed the recommended plan (1)
- Track progress on facility development and upkeep (1)
- Developing regional partnerships to plan recreation for a broader community
- X number of additional easy leisurely activity space
- College town with USCB on south end of island
- Balanced age demographic
- Extension of pathways across the bridge
- X number miles of natural hiking/biking (not along the road... though the natural areas)

Activity Date: 8/7/2019

Facilitated By: Taylor Ladd