



The Town of Hilton Head Island
Our Plan Regional Work Group

Tuesday, July 16, 2019, 10:00 a.m.

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:

Expanding to Embrace an Integrated Regional Approach

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. **Discussion Items**
 - a. SOAR Analysis
4. **Staff Reports/Updates**
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 Regional Work Group Meeting

Tuesday, July 2, 2019 at 10:00 am
University of South Carolina – Bluffton Campus

MEETING NOTES

Work Group:

Expanding to Embrace an Integrated Regional Focus

Present from Work Group: Jen Bonnett, Rob Merchant, Meredith Burns, Charlie Stone, Terry Herron, Jocelyn Staigar, Denise Grabowski, Charles Wohl, Carol Crutchfield

Present from Town Council: None

Present from Town Staff: Jayme Lopko, Taylor Ladd, Jennifer Ray

- The meeting was called to order at 10:05 AM.
- Carol Crutchfield and Terry Herron volunteered to serve as Co-Captains to brief the Development Team at their Monday July 15, 2019.
- Jayme Lopko passed the results of the photo activity from the last meeting for discussion since many members were unable to participate. The Group discussed new ideas to add to the results as well as clarified other ideas.
- Jayme Lopko introduced the Expanding to Embrace an Integrated Regional Focus Attribute Activity. This activity is another process for gathering inputs to assist in drafting the strategies and tactics for Our Plan.
- Group members filled out the Attribute Worksheet by identifying attributes for each theme that resulted from the photo activity at the previous meeting. Group members then discussed their attribute ideas.
- The results of the attribute discussion for the themes covered include:

Communication

- a. Communication between City, County, & States government
- b. Proactive not reactive communication
- c. Emergency pre-planning communication across jurisdictions
- d. Look at best practices from other areas
- e. Better infrastructure (i.e. fiber cable and 5G)
- f. Be a leader in connectivity
- g. Storytelling – share stories about our area
- h. Adopt Regional Outreach as everyday activity in planning

Housing

- Affordable housing – model solutions from other areas (incentivize)
- Affordable housing with quality – stigma related to this type of housing
- Identify who need affordable housing
- Identify what employers can do to help
- Recognize the regional need and that is may not be met on the island
- Repurpose commercial for housing – look into zoning to allow this
- Address living wage concerns
- Equitable options for all income levels
- Housing options for again population

Economic Development

- Partner with developers to repurpose properties
 - Support Savannah Economic Development Authority and Beaufort County Economic Development Corporation
 - Encourage eco-tourism businesses
 - Provide economic incentives to bring specific businesses to the area
 - Industrial capacity of Hilton Head Island underestimated
 - Embrace our regional identity
 - Target sectors that blend well with our community
 - Focus on unique qualities from each jurisdiction to contribute regionally
 - Address living wage concerns
 - Work in partnership with surrounding jurisdictions to keep projects in the region
 - Partner with neighboring Counties to identify and market our collective strengths
 - Cultural and heritage tourism
- There was not sufficient time to discuss all the themes. The remaining themes will be discussed at a future meeting. Jayme Lopko passed out the SOAR analysis activity that will be conducted at the next meeting.
 - The meeting was adjourned at 11:15 AM.

Submitted by: Jayme Lopko

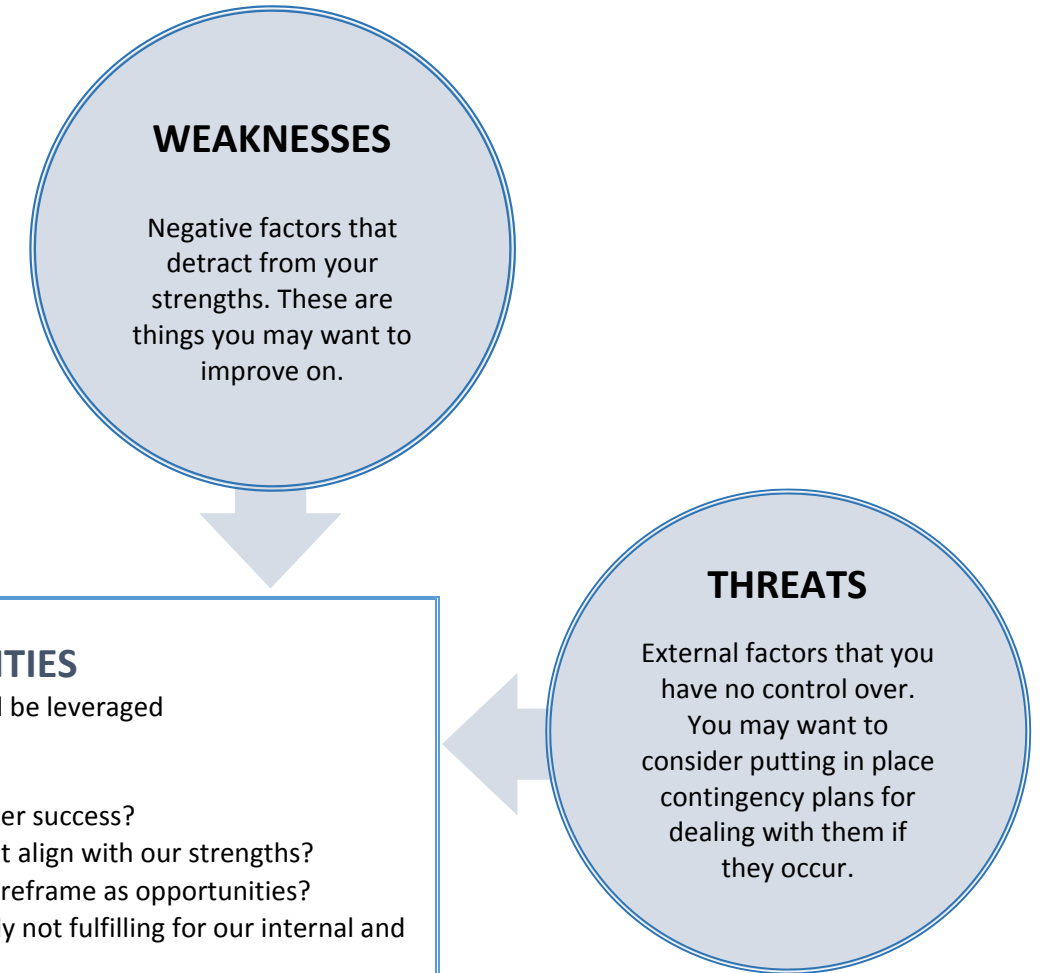


Our Plan SOAR Activity

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:

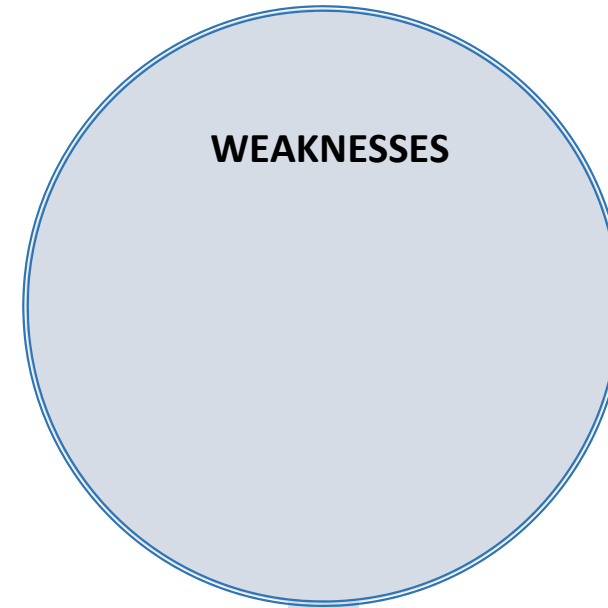
1. Read and consider the statements and questions in each of the two bubbles and
2. The four quadrants below, and
3. Record your answers, thoughts and observations in the Worksheet on the next page.



<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