As a Courtesy to Others Please Turn Off All Cell Phones and Pagers during the Meeting.

1. Call to Order

2. Freedom of Information Act Compliance
   Public notification of this meeting has been published, posted, and mailed in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.

3. Approval of Agenda

4. Approval of Minutes – Meeting of May 19, 2017

5. Unfinished Business

6. New Business
   a) Think Tank
   b) Communications

7. Appearance by Citizens

8. Adjournment

Please note that a quorum of Town Council may result if a majority of their members attend this meeting.
TOWN OF HILTON HEAD ISLAND
Vision Project Management Team
Minutes of the May 19, 2017 – 2:00 p.m. Meeting
Benjamin M. Racusin Council Chambers

Members Present: Chair Sandy West, Vice Chair Denise Spencer, David Ames, Alex Brown, Morris Campbell, John Lundin, Mark O’Neil

Members Absent: None

Town Council Present:
Town Staff Present: Shawn Colin, Emily Sparks, Teresa Haley

1. **Call to Order**
   Chair West called the meeting to order at 2:00p.m.

2. **Freedom of Information Act Compliance**
   Public notification of this meeting has been published, posted, and mailed in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.

3. **Approval of Agenda**
   Chair West requested a motion to approve the agenda. Mr. Ames moved to approve the agenda. Vice Chair Spencer seconded. The motion passed with a vote of 7-0-0.

4. **Approval of Minutes** – Meeting of May 3, 2017
   Chair West requested a motion to approve the minutes of the May 3, 2017 special meeting. Mr. O’Neil moved to approve. Vice Chair Spencer seconded. The motion passed with a vote of 7-0-0.

5. **Unfinished Business**
   a) Rescheduling the regular July meeting date to July 14

   Chair West requested a motion to approve rescheduling the July meeting to July 14. Mr. Lundin moved to approve. Vice Chair Spenser seconded. The motion passed with a vote of 7-0-0.

6. **New Business**
   a) Web portal

   Chair West invited Emily Sparks, Project Lead, to introduce the new website. Ms. Sparks presented each page of the website, which is scheduled to go live the following week. Ms. Sparks explained that the website will evolve and grow over time as more resources and information is developed, and as engagement events are scheduled. The Team expressed interest in seeing more about what Hilton Head is today on the new website. The team also discussed whether photos could be solicited from the public for display on the website. Ms. Sparks will ensure that public events are well documented in order to use those photos via the various outreach channels, and will also explore options for soliciting photos from the public via social media and the website. The Team noted the importance for documentation of and
storage of project photos. Ms. Sparks will explore hosting photos through an online application, like Flickr.

The Team asked about the planned outreach and communications methods. Ms. Sparks described the communications plan, including the intended use of email newsletters and social media. The Team asked about printed materials for distribution, and Ms. Sparks reported that various printed materials, including business cards and posters would be developed and circulated. The Team suggested that flyers, with a phone number, be circulated among people that are not online through already established groups (Community Foundation, Second Helpings, etc.).

The Team asked how Staff intended to make contacts in the community. Ms. Sparks noted that contact lists are currently being developed, and requested that Team members continue sending contact information and requests for meetings. The Team also encouraged Staff to continue reaching out to Hispanic members of the community.

b) Community Celebration
Chair West invited Ms. Sparks to provide an update on the Community Celebration. Ms. Sparks expressed that the Community Celebration would take place at the conclusion of the Think Tank, and that the public would be invited to see the results of the Think Tank. Ms. Sparks expressed that the Think Tank is the first phase in the visioning process, but there will be many more engagement opportunities throughout the process. Think Tank participants will not make any decisions, but will set the stage for discussing potential scenarios for the future.

Ms. Sparks also provided an update on the Think Tank participant list, and the open call for applications. The Team discussed what we should look for in participants of the Think Tank. In addition to being deep thinkers, ideal participants will be thinking about the future, will be engaged, will be critical thinkers, but also positive, and will remain engaged in the process. The Team asked how we would make selections in regard to the open call for applications to the Think Tank, and discussed potential strategies. Alex Brown and Mark O’Neil will meet with Ms. Sparks to outline a plan for the nomination and selection process.

Ms. Sparks presented several ideas for the Community Celebration, including having live music, an ice cream social or popcorn social, balloons, printed materials for pick up, and kicking off an art contest for children and youth. The Team asked about the location for the Think Tank. Ms. Sparks provided an update, and expressed the intention of sharing the final location the following week. The Team expressed interest in distributing rubber bracelets that are customized for the project. The Team also expressed interest in T-Shirts for Think Tank participants. The Team suggested a barbershop group or children for live music. The Team expressed support for the ideas that were presented.

c) Survey Questions
Chair West invited Ms. Sparks to provide an update on the Community Survey. Ms. Sparks first specified the difference in the Community Survey and the Pre-Think Tank survey. Ms.
Sparks asked for feedback on the Community Survey questions. The Team expressed that there are good questions, but that they are also very generic. The Team wondered if the questions should be more specific. The Team also noted that some topic areas were not addressed. Ms. Sparks described that some questions can be altered, and that she would send feedback to Future iQ for revisions. The Team discussed what the purpose of the survey was, and why these questions are being asked. The Team discussed whether the questions should be framed as a timeline or something else. The Team described several topic areas that they feel are missing from the survey questions. The Team discussed whether we should be presenting our current issues or if we should be looking toward the future. The Team expressed that Future iQ was familiar with survey writing and the process, and would have a strategy for which questions were asked and how.

7. Appearance by Citizens
Terry Ennis described experience with visioning activities in the past, and the challenges and insights into the process.

Owen Ambur provided an update to his efforts in rendering the developed plans in StratML format and expressed support for the visioning process.

Eric Somerville expressed a lack of support for the survey questions. Mr. Somerville also expressed the need to engage young people in the visioning process.

Frank Babel expressed the need to consult previous work and knowledge (e.g. Don Kirkman). Mr. Babel also expressed the diversity and assets of Hilton Head, and the need to energize and engaged those residents. Mr. Babel also expressed the important natural and environmental assets of the Island.

8. Adjournment
Mr. Campbell moved to adjourn. Vice Chair Spenser seconded. The meeting was adjourned at 3:45 p.m.

Submitted by: Emily Sparks, Project Lead

Approved: Sandy West, Chair
Our Island, Our Future

Hilton Head Island - Our Future, the Town of Hilton Head Island’s long range visioning process, will create an inclusive vision and roadmap to the future.

Join the conversation today!

- Take the Community Survey. Simply type the link below in to your browser to complete the survey.
- Sign up for the Our Future email newsletter. Visit the project website, linked below, and sign up to receive updates and project news.
- Tell your neighbors to get engaged.
- Stay tuned!

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