

TOWN OF HILTON HEAD ISLAND
Public Planning Committee
Minutes of the May 24, 2018 – 3:00 p.m. Regular Meeting
Benjamin M. Racusin Council Chambers

Committee Members Present: Chairman David Ames, Kim Likins, Bill Harkins

Committee Members Absent: None

Town Council Present: Mayor Bennett, Tom Lennox, John McCann

Town Staff Present: Shawn Colin, Deputy Director of Community Development; Charles Cousins, Director of Community Development; Cindaia Ervin, Finance Assistant; Carolyn Grant, Communications Director; Brian Hulbert, Staff Attorney; Teri Lewis, LMO Official; Jenn McEwen, Culture & Arts Network Director; Jennifer Ray, Planning & Special Projects Manager; Emily Sparks, Project Lead; Teresa Haley, Senior Administrative Assistant

1. Call to Order

Chairman Ames called the meeting to order at 3:00 p.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

The Public Planning Committee approved the agenda by general consent.

4. Approval of the Minutes – April 26, 2018 Meeting

The Public Planning Committee approved the minutes of the April 26, 2018 meeting by general consent.

5. Unfinished Business – None

6. New Business

a. Update on Marketing Plan for Trolley Service – Mary Lou Franzoni

Mary Lou Franzoni introduced Brian Sullivan, Principal of Lost Art Communications, the consultant selected by Palmetto Breeze to do the Marketing Plan for the Trolley Service. Mr. Sullivan introduced himself and thanked the Committee for inviting him to present. He also thanked Town Staff for their support in this effort.

Mr. Sullivan presented the Trolley Marketing Update with details on the Branding and Logo, Trolley Design and Signage, Website and Social Media, Brochure and Map, Promotions and Earned Media, Ribbon-Cutting and Trolley Dedication, and Launch of Service.

The trolley service will be named: The Breeze. The Breeze branding and logo design elements represent Hilton Head Island's sand, water, and air. The color choices work well on both dark and light backgrounds. It leverages Palmetto Breeze's brand and feel.

There is a temporary web page on the Palmetto Breeze transit website. The Breeze website www.breezetrolley.com is under construction. Search engine optimization will occur to ensure visitors find the website. The website will include a PDF version and interactive map highlighting key destinations at all stops. The tentative date to go live is June 8. Social media will focus on Facebook, Instagram, and Twitter with matching "BreezeTrolley" pages and handles.

The brand logo will be displayed on the trolleys, along with the trolley number, website, and telephone number. There will be no advertising on the trolleys. The trolleys feature plenty of seating and standee positions with straps. A mobile app is being developed for ticketing and trolley locator purposes. The trolleys will be ADA compliant with a deployable ramp. The trolleys will also include free Wi-Fi, bike racks, and air conditioning.

The Town is developing and installing trolley stop signage. There will be six primary stops: Shelter Cove Towne Center, Shelter Cove Harbour, Park Plaza, Deallyon & Cordillo, Deallyon & South Forest Beach, and Coligny Beach. Each stop will be numbered and include a route map with service details.

The printed brochure and route map will include the stop locations and timing. Priority distribution will go to vacation property rental companies, businesses, and key destinations along the route. The design is underway with completion anticipated for early July.

The media outreach plan is well underway. It has been a joint effort with the Town's Communications Director, Carolyn Grant, as well as with the Chamber.

The ribbon-cutting is scheduled for Monday, July 16 at 9:30 a.m. at Shelter Cove Community Park. The trolley will be free to ride for the month of July. The service will begin following the ribbon cutting and is scheduled to run through mid-October and start up again in March 2019.

The Committee discussed and made inquiries regarding the following:

The trolley service will be free for the month of July, after that the cost will be \$1, which will help offset costs. There is no storage space on the trolley, however, Palmetto Breeze will consider a luggage rack in front for the next trolley. The Committee expressed support for the idea of trolley volunteers and asked that it be continued going forward. Ms. Franzoni talked to USCB about the trolley drivers taking ambassador training. Palmetto Breeze expressed there is value to offer the service throughout the island. They would need dedicated funding to expand the service. Printed materials will be available at the stops, in the trolleys, and at key locations. The travel time is approximately thirty minutes each way. The trolleys have two bicycle racks. The Committee asked Ms. Franzoni to look into adding more bike racks to the next trolley.

Ms. Franzoni indicated the logo and name ‘Breeze’ is not exclusive to Hilton Head Island. The service is to serve the urban area which includes off island. The Committee asked Palmetto Breeze to consider ways to make the logo and name exclusive to Hilton Head Island. Ms. Franzoni indicated that may not be ideal from an operational standpoint. The Committee liked the idea of naming the trolleys after historic things, and further desired to add a distinct Hilton Head logo to reinforce the brand of the island. It would show that Hilton Head Island took the initiative to make this service happen. The Committee respectively expressed the word ‘breeze’ does not conjure up ‘Hilton Head Island’. The Committee requested that before the trolleys are painted, further consideration is given to the Committee’s comments stated today.

Chairman Ames asked for public comments. Public comments and questions related to: reinforcing the Hilton Head Island brand on the trolleys; the trolleys use clean diesel in keeping with EPA standards; leasing trolleys in the off season is limited due to non-compete with private transit; three trolleys will be available by the end of July; the route will take approximately thirty minutes each way; features of trolleys versus buses; attracting people away from the crowded south end; flagged stops and courtesy stops; support for more bike racks on the trolley; and support to extend the service to Mitchelville.

The Committee thanked Ms. Franzoni and Mr. Sullivan.

b. Workforce Housing Initiative – Staff Updates

Jennifer Ray reported the selection team for the RFP completed its review and shortlisted the top three firms. Interviews will be scheduled for the first week of June in anticipation of having a firm selected and contract negotiated in July. Ms. Ray also reported Staff mapped the inventory of vacant land and vacant commercial buildings. The properties are categorized based on the percentage of vacant units. Staff will continue to refine the map and possibly categorize it by square footage.

Teri Lewis reported on Staff’s research of density conversion rates. Staff researched various options and plans to work with the consultant to refine the conversion rates and discuss consideration for overlay districts.

Chairman Ames asked for public comments. Public comments and questions related to defining affordable housing.

Ms. Ray reported the County’s consultant completed the Beaufort County housing needs assessment. A brief version will be presented to the Beaufort County Council Caucus on Tuesday, May 29th at 5:00 p.m. at the Bluffton Branch Library. A full presentation will be given on Wednesday, May 30th at the Lowcountry Affordable Housing Coalition meeting held at Grace Coastal Church with a meet and greet starting at 8:30 a.m. Staff will provide Town Council with the full report once available.

The Committee thanked the Staff members for their updates.

c. Alignment of the Chamber's 2018-2019 Marketing Plan with the Town's Vision

Chairman Ames welcomed Bill Miles, President & CEO, Ariana Pernice, VP Visitor & Convention Bureau, and Michelle Wycoff, VP Partner Management & Strategic Advancement, of the Hilton Head Island-Bluffton Chamber of Commerce.

Chairman Ames presented opening remarks. The Committee's assignment is to search out the alignment of the DMO's Marketing Plan with the Town's adopted Vision. Chairman Ames indicated his comments relate to three themes: the necessity to a partnership between the Town and the Chamber to move forward, the metrics of the DMO, and the message the Town is sending out. Partnership between the Town and the Chamber is essential. This is an opportunity to develop that partnership. There needs to be a strong leadership role on the part of the Chamber to move the Town's Vision forward. Also, the Town needs to work with the Chamber to deal with items from a policy standpoint. The Town and the Chamber shall agree upon metrics for the island and broader health of the economy.

The Committee presented comments regarding: the Vision provided pillars of thought and principles of direction on where the Town stands today and where the community would like to be in the future; develop and promote strategies for tangible results; the connection of Hilton Head's brand, the Vision, and the economy; the community Vision has to be owned by the community at large; and the Town and the Chamber have to align and share leadership to best position the community for the future.

Chairman Ames presented statements about the importance of the Town and the Chamber leading in the same direction and aligning for the island's future.

The Chamber presented statements in support of partnering in the Town's Vision and sharing the leadership role. Hilton Head's brand, Vision, and economy go hand in hand with business, government, and community.

The Committee and Chamber had discussions regarding: implementing the messaging of the brand and Vision of Hilton Head; marketing toward not only visitors, but the community and businesses alike; current and future trends and how these match with the Vision; maintaining the tourism industry; planning and adjusting marketing for the near future and far into the generational shift; adopting the Vision beyond the Town; sales and marketing metrics, operational metrics, and metrics that should represent the Vision; creating balance to encourage new types of visitors and maintain existing numbers as a challenge; identifying potential challenges at the onset and along the way; understanding the implications if the Town doesn't act; communicating with residents and businesses to understand the importance of this effort; and Town codes and zoning laws being compatible with the Vision.

Chairman Ames asked for public comments. Public comments and questions related to compliments to the Chamber's work; the desire to see ads for the trolley; measuring success; need for affordable housing on the island; and sustainable tourism.

The Committee thanked all for attending and participating in today's meeting.

7. Committee Business – None

8. Appearance by Citizens – See above.

9. Adjournment

The meeting was adjourned at 4:50 p.m.

Submitted by: Teresa Haley, Senior Administrative Assistant

Approved: June 28, 2018

David Ames, Chairman