

TOWN OF HILTON HEAD ISLAND
Public Planning Committee
Minutes of the June 28, 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; Anne Cyran, Senior Planner; Carolyn Grant, Communications Director; Brian Hulbert, Staff Attorney; Teri Lewis, LMO Official; Jenn McEwen, Culture & Arts Network Director; Jennifer Ray, Planning & Special Projects Manager; Steve Riley, Town 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 – May 24, 2018 Meeting

Mr. Harkins moved to approve. Ms. Likins seconded. The minutes of the May 24, 2018 meeting were approved with a vote of 3-0-0.

5. Unfinished Business

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

The Committee presented comments regarding the importance of aligning the Chamber's Marketing Plan with the Town's Vision placing emphasis on key metrics, digital marketing, short term goals, and long term goals.

Chairman Ames presented additional statements about the importance of the Town and the Chamber leading in the same direction and aligning for the Island's future. The Committee expressed the desire to share their thoughts with the Chamber and to receive some feedback. Mr. Bill Miles encouraged the members of the Town Council to attend a meeting of the Chamber's Board of Directors to have those conversations.

Chairman Ames asked for public comments. Public comments and questions received related to: the DMO role; strategic alignment of Chamber and Town goals and objectives;

alignment of Chamber and Town is critical and the timing is right with the Vision project and other Town efforts; focusing on metrics and moving forward with the Vision; who is the customer being served in the process; how to measure success; infrastructure limitations and safety concerns; consideration of a referendum for the vision plan; and concern for limitations of having one DMO.

The Committee indicated first needing to meet with the Chamber's Board of Directors and then determine the next step.

b. Update on Trolley Service

Ms. Cyran reported the ribbon-cutting is scheduled for July 16 at 9:30 a.m. at Shelter Cove Community Park. Rides will be free through the end of July. The trolleys are equipped with air-conditioning, free Wi-Fi, and comfortable wood seating. Staff established an ambassador program for the first week of service and for certain times on Fridays, Saturdays, and Sundays through Labor Day. The Town's website will post more information soon.

The Committee made brief inquiries about the ambassador program and the trolley logo.

c. Update on Affordable Workforce Housing Strategic Plan RFP

Ms. Ray reported the selection team has finished interviews and are currently negotiating with the highest ranked firm. The plan is to have them under contract within the next week or so and to provide all the details at that time.

6. New Business

a. Vision Project Recommendation

Staff asked Mr. Riley to speak before the presentation and the recommendations are given. Mr. Riley presented statements regarding the Town's current financial situation looking toward the Comp Plan rewrite.

The Committee made brief comments and inquiries regarding: revenue expected between now and 2021, 2021 and 2024 and beyond; how to implement the Vision and continue community involvement; current initiatives, resources and timelines; and the alignment of the Comp Plan and the Vision.

Ms. Sparks presented information demonstrating the process and engagement from Phase 1 of the Vision, information about the Comprehensive Plan, and the proposed draft principles and draft process to direct Phase 2 of the Vision as described in the Committee's packet. Ms. Sparks presented additional information pertaining to Vision Phase 1; what Town staff is proposing – short term and long term plans; rethinking the Comprehensive Plan; using branding to align with the community Vision and the Comp Plan; how to align the processes of the Vision and the Comp Plan; the Comprehensive Plan contains three main components and nine elements; comparison of 2010 Comp Plan core themes and 2020 Vision Pillars; 2010 Comprehensive Plan Recommendations

and Strategies; continued community engagement and outreach; staff's concerns; proposed principles; proposed process; CIP alignment with Vision and Comp Plan 2010; Town Council Priorities alignment with Vision and Comp Plan 2010; and next steps.

Staff recommends that Town Council approve the principles and process used to direct Phase 2 of the Vision as described in the Staff Memo Vision Project Recommendation dated June 21, 2018 provided in the Committee's packet.

The Committee made comments and inquiries regarding: the Comp Plan rewrite process components; inventory of existing conditions; statement of needs and goals; who would be in charge to make decisions and assign responsibilities; community input in Phase 1 versus Phase 2; community expectations and involvement; creating a flow chart to show the Comp Plan rewrite process leading up to Town Council anticipated adoption; whether the Planning Commission is on board with staff's proposal; alignment of the Comp Plan with the Vision and a more focused, strategic, and creative Comp planning process; aligning upcoming projects with the Vision pillars; endorsement of staff capabilities with the recommendation for Emily Sparks to remain as the full time staff leader; the importance of community involvement and community leadership driving this forward; involving anchor institution leadership is critical; a leadership team of anchor institutions would allow the public a representative in the process; the importance of the Chamber espousing relentless pursuit of excellence and sustainability and determining how the process does this; building on local expertise and intellectual capital; who is the creative force behind the Vision pillars outside of Town Hall; support of a condensed version of the Comp Plan; modify the principles to resolve any deficiencies or gaps in the process; and reservations in the Planning Commission and staff's abilities to drive all seven pillars of the Vision and the Comp Plan and everything else assigned to them.

Chairman Ames asked for public comments. Public comments and questions received related to: the importance of continuing community engagement and input; support of a condensed version of the Comp Plan; support of alignment between the Comp Plan and the Vision; add "continue to be" in front of the first proposed principle; add "identify" in front of the last proposed principle; concern most of the proposed principles begin with "Staff" rather than something that speaks to a community driven vision; how to help staff engage the community and broaden the reach beyond Town Hall; examples of anchor institutions; alignment of Chamber and Town plans with community plans; improve online tools for user convenience; consideration for a coalition of the gated communities which comprise a majority of the Island's residents; and concerns for economic capabilities, who would manage this effort, and creating a plan that's too complex and too far away.

The Committee presented closing remarks and thanked the public and Town staff for participating in the discussion. The Committee and Town staff will convene offline to address all of the concerns heard today.

7. Committee Business – None

8. Appearance by Citizens – None

9. Adjournment

The meeting was adjourned at 5:13 p.m.

Submitted by: Teresa Haley, Senior Administrative Assistant

Approved: August 23, 2018

David Ames, Chairman