

TOWN OF HILTON HEAD ISLAND
Public Planning Committee
Minutes of the August 23, 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 Staff Present: Shawn Colin, Deputy Director of Community Development; Anne Cyran, Senior Planner; Nicole Dixon, Development Review Administrator; Josh Gruber, Assistant Town Manager; Jennifer Ray, Planning & Special Projects Manager; Teresa Haley, Senior Administrative Assistant

1. Call to Order

Chairman Ames called the meeting to order at 3:02 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

Chairman Ames requested the agenda be amended to remove the New Business item as it was withdrawn and to add Appearance by Citizens on Items Unrelated to Today's Agenda. The Public Planning Committee approved the agenda as amended by general consent.

4. Appearance by Citizens on Items Unrelated to Today's Agenda

Eric Esquivel addressed the Committee regarding his issues with the Town's lack of policies and procedures when it comes to putting on events, particularly at Shelter Cove Community Park.

5. Approval of the Minutes – June 28, 2018 Meeting

Ms. Likins moved to approve. Mr. Harkins seconded. The minutes of the June 28, 2018 meeting were approved with a vote of 3-0-0.

6. Unfinished Business

a. Update on Trolley Service

Ms. Cyran indicated Mary Lou Franzoni with Palmetto Breeze plans to attend the Committee's regular September meeting to provide an analysis of the trolley ridership numbers and marketing efforts, and plans for the short and long terms. Ms. Cyran provided a brief update on the trolley ridership numbers and marketing efforts.

The Committee posed questions and made comments for Ms. Franzoni to review and provide answers to upon her next visit as follows: do we see any trends; any bumps in the road and what can we do to mitigate those; do we have enough comprehensive feedback from riders that we understand their expectations getting on the bus; are we providing an

experience, rather than simply public transportation; rethink how we are marketing branding that experience for visitors; what are Palmetto Breeze's expectations for next year; how does Palmetto Breeze evaluate success this year; what kind of statistical information can be provided to corroborate that; what is the cost of the program going forward; provide a comprehensive analysis in order for the Committee to make a recommendation that the Town Council should support this going forward, with the understanding the program is in its first year and developing stages; how can the program be improved; what attempts have been made to connect to Palmetto Dunes shuttle and Sea Pines trolley; and elaborate on the ambassador training provided to the trolley volunteers.

The Committee thanked Ms. Cyran for her update. Chairman Ames asked for public comments on this item and none were received.

b. Update on Affordable Workforce Housing Strategic Plan Consultant

Ms. Ray reported the Town executed a contract with Dr. Lisa Sturtevant & Associates, a Virginia based company specializing in housing policy and planning. Their expertise will partner with the Clemson University Department of City Planning and Real Estate Development, Elora Raymond, Ph.D., Assistant Professor to provide the South Carolina expertise in housing. The project is expected to take 6-9 months and to kick off in September. Staff will coordinate with the Committee on dates for a special meeting for the Consultant to come to Town.

Ms. Ray will provide the Committee with a link to the Consultant's website to view examples of their work, including reports, marketing material, strategic plans, and housing needs assessments. The Consultant will provide context to the information upon their visit. The Committee asked Ms. Ray to share some distinguishing features of the firm that made them a finalist. Ms. Ray indicated it was close, but one thing that stood out about this firm was their impeccable references, not only about their professionalism during the project, but the results produced for that community. The Committee indicated the benefit to having outside communications expertise for this effort.

The Committee thanked Ms. Ray for her update. Chairman Ames asked for public comments on this item and none were received.

Chairman Ames presented comments regarding issues pertaining to the Town's beaches, the up keep of commercial structures, and lighting on the Island. Chairman Ames asked the Committee to think about how the Town can work together with the Chamber and get the business community involved in these issues.

7. New Business – None

8. Committee Business – None

9. Appearance by Citizens – None

10. Adjournment

The meeting was adjourned at 3:35 p.m.

Submitted by: Teresa Haley, Senior Administrative Assistant

Approved: September 27, 2018

David Ames, Chairman