



Town of Hilton Head Island
Our Plan Development Team
Monday, December 2, 2019 at 4:00 pm
Benjamin M. Racusin Council Chambers at Town Hall

MEETING MINUTES

Present From the Development Team: Chairman Judd Carstens, Vice-Chairman Peter Kristian, Jeanne Antonuccio, Jean Beck, Morris Campbell, John Carroll, David D'Amico, Michael Scanlon

Present from Town Council: David Ames, Tamara Becker, Tom Lennox, Glenn Stanford

Present from Town Staff: Taylor Ladd, Jennifer Ray, Anne Cyran, Shea Farrar, Jayme Lopko, Sheryse Dubose

Present from Media: None

1. Call to Order

Chairman Carstens called the meeting to order at 4:00 p.m.

2. FOIA 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 Carstens asked for a motion to approve the agenda. Mr. Kristian moved to approve. Mr. Scanlon seconded. The motion passed with a vote of 8-0.

4. Approval of Minutes

Chairman Carstens asked for a motion to approve the minutes of the August 19, 2019 meeting with a request to revise the adjournment time to 5:09 PM. Mr. Scanlon moved to approve. Mr. Kristian seconded. The motion passed with a vote of 8-0.

5. New Business

a. Discussion of Draft Goals and Strategies for Our Plan Work Groups Part 1

Taylor Ladd provided an introductory statement in review of the Our Plan definitions and Work Group actions to date, along with a recap of the meeting procedure and timeline.

(Referenced Draft Goals and Strategies reports for each work group are attached to the agenda for this meeting.)

Chairman Carstens reviewed for attendees that public comment would be received at the conclusion of the work group presentations at the end of the meeting. He then invited staff to the podium to receive comments from the Development Team regarding the goals and strategies content.

- i. Jayme Lopko opened the discussion for *Expand to Embrace an Integrated Regional Focus* with a brief introduction of the work group and review of changes made by the group to goals since the October 7 Development Team meeting. Discussion by the Development Team covered topics about the need for a strong workforce and emphasis on regional education. The Team expressed concern over a lack of mention for “Arc of Innovation” from the Our Future Report. They also pointed out there was no evidence of the importance of the role analytics and predictive analysis can play in strengthening regional issues addressed in the strategies.
- ii. Anne Cyran opened the discussion for *Innovative Approach to Create ‘Right-Sized’ Infrastructure* with a brief review of the group’s goals. The Development Team discussion covered the commute issue for workforce who does not want to live on the Island, but still works here. Also, concern about the climate change goal was brought up. The Team pointed out that alternative ideas for the pathway system were not mentioned in the strategies along with some discussion about biking on the Island. There was support for how the work group addressed the future of autonomous vehicles (AV), the airport and technology and how they will affect the Island’s infrastructure.
- iii. Chairman Carstens invited Sheryse Dubose to open the discussion for *Foster an Inclusive Multi-Dimensional Community*. Ms. Dubose reviewed some of the highlight topics of emphasis and concern by the work group. The Development Team followed up with a discussion about real estate trends in response to the question posed regarding if we can truly make the Island affordable. The Team also said all the goals were supportive of the Inclusive vision and they were glad to see an emphasis on education. Concern was raised about representation in the Our Plan process, a need for more bridge the gap programming and to include more specific strategy to address ADA needs.
- iv. Taylor Ladd opened the discussion for the *Relentless Pursuit of Excellence* with an overview about the direction the work group took to approach their goals and strategies. Ms. Ladd presented “Our Ideals of Excellence” to help guide understanding of how the Town of Hilton Head Island defines Excellence. This resulted in one goal to adopt and pursue the Ideals. The strategies and tactics provide further specifics pertaining to implementation of the Ideals. The Development Team responded positively to the group’s approach to Excellence. They encouraged consideration of narrowing down the number of Ideals and to keep in mind that Excellence is a mindset. There was encouragement from the Team to follow through with creating an Excellence Advisory Committee, as well as ensuring collaboration with the other core value strategies as necessary to achieve this goal. The Team also suggested a place to start would be to ensure we have an excellent Town Hall and to ensure the community continues to be engaged, including polling residents and visitors for input.

b. Break for Open House Reception

At the conclusion of the Excellence discussion, Ms. Ladd invited the Development Team and meeting attendees to a reception being held during the meeting break to honor and thank all the community members who have been involved in the Our Plan process.

c. Discussion of Draft Goals and Strategies for Our Plan Work Groups Part 2

- i. Mr. Carstens brought the meeting back to order and invited Anne Cyran to open the discussion for *Redefine Environmental Sustainability*. Ms. Cyran presented a few of the topic highlights for the Environment group and invited comments from the Development Team. The Team felt this group's efforts did a good job of covering environmental issues. There was comments about the need to ensure sustainability efforts are feasible and supportable. Attention was directed to the "Environment Research Center" discussed in the Our Future Report, and a lot of discussion centered on some of the wording for a few strategies. The Team also discussed some of their own ideas for addressing some of the Island's environment related challenges.
- ii. Taylor Ladd opened the discussion for *Revitalize and Modernize the Economy* with a brief overview of what the group changed since the October 7 Development Team meeting. Topics of discussion regarding the economy that the Team brought up centered on what types of jobs are truly sustainable, how to strike the balance between tourism and resident economies, what our market drivers are now as compared to 50 years ago and the need to deliver technological capability and masterful planning in order to support the future of tourism. The Team noted that the goal about the workforce was very important for this Core Value and that more education was needed to assist people in opening new businesses and navigating business license requirements.
- iii. Mr. Carstens invited Shea Farrar to open the discussion for *Build a Connected and Collaborative Community Fabric*. Ms. Farrar opened with a brief synopsis of the work group's efforts towards the goals and strategies then invited comments from the Development Team. The Team expressed support for the goals and strategies, emphasizing technology as a key aspect of connectivity. The Team asked that language about trust be added as a key component of collaboration between communities. Also, there was discussion that further improvements to communications, such as the website, by the Town can improve relationships and access with the community

6. Appearance by Citizens

Chairman Carstens invited the public to the podium for comments.

Mr. Carlton Dallas of the Economy Work Group, Ms. Amber Kuehn of the Environment Work Group, and Mr. Owen Ambur with the Connected Work Group provided comment.

Mr. Dallas discussed the importance of leveraging our Island's intellectual capital and encouraged Our Plan to consider more aspirational statements regarding our expectations for technology.

Ms. Kuehn discussed the Island's environment and cultural heritage as items that set us apart. She emphasized the need to really seek being work class, instead of just great. She also encouraged policy that can balance the need for 5G technology with the environment.

Mr. Ambur suggested language regarding standards and best practices needed to be included in Our Plan, specifically in terms of Excellence.

7. Staff Report

Ms. Ladd provided an overview of the up-coming Our Plan timeline and expected next meeting for the Development Team in January.

8. Adjournment

The meeting was adjourned at 7:15 p.m.

Submitted by: Taylor Ladd

Approved: January 13, 2020