



Town of Hilton Head Island  
**Our Plan Environment Work Group**  
**Wednesday, July 10, 2019 at 4:00 PM**  
The Living Lab at Town Hall  
**MEETING NOTES**

---

**Work Group:**

***Redefining Environmental Sustainability***

**Present from Work Group:** Richard Blaine, Alexa Broadbent, Jean Fruh, Amber Kuehn, Kenneth Quinty, Tony Smithson, Tony Wartko

**Present from Town Staff:** Anne Cyran, Sally Krebs, Taylor Ladd, Jennifer Ray

---

- The meeting was called to order at 4:05 PM.
- Anne Cyran and Taylor Ladd conducted the SOAR activity with group members. The SOAR activity was requested by the Development Team in order to better understand where each group is relative to their Core Value.
- All of the statements from the SOAR worksheets are listed below. Group members were given 12 dots to place on statements that are priorities. If a statement received one or more dots, the number of dots is noted in parenthesis after the statement.

**Strengths**

- Extensive waterways. (2)
- Utilities: we have experience with wastewater recycling. (2)
- Seafood, Fishing. (2)
- #1 Island 4 years in a row. (1)
- Affordability. (1)
- The beach, and the tourists it draws. (1)
- Natural beauty: tree ordinance; building ordinance. (1)
- Natural landscape with manicured areas and 14 miles of beach. (1)
- Population: educated; affluent; expects an emphasis on environmental quality; will understand a long range plan. (1)
- Unique aesthetics: wildlife; vegetation; ecosystem relationships. (1)
- Unique history + culture + marsh environment/ecosystem + location, which has led to a thriving tourism industry. (1)
- Family resort: Not Myrtle Beach; #1 beach; golf; bike paths. (1)
- Community: receptiveness to sustainable ideas; diverse talent.
- Eco-friendly activities.
- Fraser legacy.
- Lots of second hand stores.
- Outdoor lifestyle.

- Sun.

### **Opportunities**

- Form partnerships: environmental organizations (ex: Coastal Conservation League, 4 Ocean, Sea Turtle Conservancy); the government (state and federal); neighboring coastal communities; neighborhood POAs; schools/universities. (3)
- Saltwater quality – seafood fishing. (2)
- Beach problems: holes; garbage; lights. (1)
- Eco-tourism. Opportunity for vast, expansive and exponential public engagement. (1)
- Ecological decay. Natural, manmade – runoff, paving, tree removal. (1)
- Spotlight on ingenuity – Creative ways to act on threats to the ecosystem. Stand out & draw attention. (1)
- Common industry: tourism, golf, recreation.
- Educate the community on climate change.
- Highly educated, willing group of local volunteers.
- Improve energy efficiency in buildings – commercial and residential.
- Room to improve – solar, recycling, potable water use.
- Storms – hurricane preparedness.
- Vacant commercial buildings.

### **Weaknesses**

- No construction/infrastructure limits. Tipping point. (4)
- Abandoned commercial space. (1)
- Eco-tourism is not emphasized like golf and amenities. (1)
- Resisting environmental law or conservation. (1)
- Clogged roads.
- Gap in young demographics.
- Lack of diversity in resident population.
- Mid- to high-paying jobs are limited.

### **Threats**

- Over population. (2)
- Climate change/sea level rise. (2)
- Shoreline erosion/threat to living shorelines. (1)
- Threat to drinking water. We should inspire recycling – the technology is highly developed. (1)
- Flooding.
- Hurricanes, storms.
- Lack of support from residents.
- Reputation erosion.
- Too many tourists.

### **Aspirations**

- Maximum trees & maximum solar panels. (4)
- Recycle more water. Supply recycled water for residential and commercial irrigation. (4)
- Environmentally neutral development – protect resources, protect wildlife habitat. (3)
- Be a living laboratory for climate change. (3)
- Self-reliance. Treat the Island as a cruise ship, i.e. self-sustaining. (3)

- Clear construction/renovation limits. (2)
- Create an environmentally-friendly brand. Minimal footprint in a forward manner of presentation.
- Edible landscapes. (2)
- Enact a ban on beach holes, plastic bags, etc.
- Environmental education so that stewardship is the norm. (2)
- Job opportunities in green building, etc. (2)
- More local food. (2)
- Create an event of national/regional significance, ex. seafood challenge. (1)
- Create a national reputation for environmental sustainability. (1)
- Eco-friendly transportation. (1)
- Less traffic. (1)
- Clean environment: ocean, beach air, waste.
- Concurrent cooperation between businesses, tourists, and community members. True environmental sustainability (no greenwashing).

### **Results**

- More renewable energy on Island. (4)
  - Reduce water use by \_\_\_ %. (3)
  - Zero waste model (Sea Pines Resort). (3)
  - % recycling. (2)
  - Reforestation on the Island. (2)
  - Clear metrics. Tipping point %. (1)
  - KPI % retention of youth. (1)
  - Benchmarks – coastal data.
  - Measures to tell us when we're on the right track: enthusiasm in the community and participation locally.
  - National recognition as a model for other communities.
  - Our goals will be achieved when historical environmental (wildlife) population density is achieved.
  - Percent of food grown on the Island. KPI-SIC code for businesses.
  - Visit count (surveys/\$).
- The meeting adjourned at 5:15 PM.

**Submitted by:** Anne Cyran