



Town of Hilton Head Island  
**Our Plan Excellence Work Group Meeting**

Thursday, August 1, 2019 at 2:00 pm

The Living Lab at Town Hall

## **MEETING NOTES**

Work Group:

*Relentless Pursuit of Excellence*

**Present from Work Group:** Natasha Aiken, Steph Cauller, Brian Kinard, Heather Rath, Roselle Wilson

**Present from Town Council:** Glenn Stanford

**Present from Town Staff:** Jennifer Ray

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- The meeting was called to order at 2:06 PM.
- The Work group discussed the up-coming presentation and discussion with the Development Team on August 5.
- Jennifer Ray conducted the SOAR activity with group members. This activity was requested by the Development Team in order to better understand where each group is relative to their Core Value.
- The complete report with the activity results is attached to these minutes. A selection of some specific items voted on by group members during the activity include:
  - Strengths:
    - Land conservation/desire to protect land; excellent/well maintained green spaces; natural beauty
    - Many Community events; creating community
    - Excellent volunteerism, fund/friend raising; intentional and super smart volunteers
  - Opportunities:
    - Market to visitors who share our values; more diverse marketing for our brand; control our message (both to visitors and public inside and out)
    - Land planning around potential sea level rise
    - Mixing infrastructure and marketing; lift electric bike ban on pathways and build protected bike lanes
    - Work toward a workforce housing solution
  - Weaknesses
    - Focus spending on people who need it most
    - Control by those living in community who have more power over elected officials

- Threats
  - Natural disaster
  - Elimination of native island families
  - School achievement gaps
- Aspirations
  - Excellent school system, known for excellence; #1 schools in state
  - More inclusive diverse community that embraces the native island community
  - Less cars, more multi-modal; multi-modal everywhere
  - Embrace Gullah community which will soon be nonexistent; partnership to preserve the Gullah history
- Results
  - Gullah Corridor national recognition
  - Measured against other like communities in US and be in top 3
  - Additional National media accolades
- Ms. Ray asked if anyone in attendance from the public had comments for the group. Frank Babel, Councilman Stanford, Jane Joseph and Development Team member Jeanne Antonuccio offered relevant insight to the group regarding the topic of excellence and Hilton Head Island. Specifically, Councilman Stanford recognized and spoke to an appreciation for the efforts of the group and thanked them for their work.
- The meeting adjourned at 3:15 PM.

**Submitted by:** Taylor Ladd