



Town of Hilton Head Island
Our Plan Inclusive Work Group Meeting

Monday, July 22, 2019 at 4:00 pm
The Living Lab at Town Hall

MEETING NOTES

Work Group:

Fostering and Inclusive Multi-dimensional Community

Present from Work Group: Quincy Campbell, Ray Cox, Chris Kerrigan, Martin Lesch, Linda Piekut, Todd Theodore, Ahmad Ward, Jennifer Winzeler

Present from Town Council: None

Present from Town Staff: Taylor Ladd, Sheryse Dubose

-
- The meeting began at 4:02 pm.
 - Sheryse DuBose opened the meeting with a recap of the Attributes Activity from the previous meeting.
 - Sheryse DuBose introduced the SOAR Activity for an Inclusive and Multidimensional Community Activity.
 - Group members spent a few moments identifying Strengths, Opportunities, Weaknesses, Threats, Aspirations, and Results to post on the wall display under the appropriate label.
 - The results for the SOAR activity are as follows:

Strengths

- Weather and Location
- Mitchelville makes us unique (3)
- Environment (3)
- Marketing Ourselves (2)
- Active Retirees (1)
- Tourism Industry
- Community Leadership (1)
- Moving Naturally (1)
- Natural Beauty
- Rich culture of Island makes it attractive and unique (3)
- Environmental Preservation – Keeping the natural habitat in tact (2)
- Education (Retirees/Experts) (3)
- Training others to become teachers, doctors, lawyers, and entrepreneurs (3)

- Companies collaborating with schools to advance students in career (3)

Further discussion for strengths included:

- Utilizing older volunteers was identified as a strength, but could be a potential weakness as the Island may lose that population.

Opportunities

- Workforce Development (1)
- Cultural Tourism (3)
- Gullah Geechee Task Force (2)
- Balance Tourism v. Non-Tourism
- Collaboration between communities that are now somewhat segregated (1)
- Workforce or Low Income Housing
- Greater Education Options (2)
- Creating culturally aware environments at the grade school level will foster inclusion (1)
- Regional Partnerships (1)
- Partnerships with Arts and Cultural Organizations (1)
- Better Public Education
- Grow Low and Moderate Housing (1)
- Educate about culture and history starting with teachers (3)
- STEAM Education
- Grow environmentally and culturally oriented businesses

Further discussion for opportunities included:

- The lack of knowledge of the Gullah Geechee culture was identified as a threat however, there is the opportunity to share that knowledge.
- With land and culture being tied together, there is the opportunity to preserve growth.
- Adding history of Mitchelville and local culture to the curriculum.
- Understanding the value of day-trippers who spend money on cultural tourism.

Weaknesses

- Lack of Workforce Housing
- Unstable public school district (1)
- Income Inequality (4)
- Apathy in regards to embracing culture (2)
- Companies having more community recreation, social gatherings, tons of business, and training base
- Disconnect with “Haves and Have Nots”
- Economic Disparity (1)
- Uneven Services (1)
- May have less people available to volunteer in future (1)
- Lack of affordable housing

Further discussion for weaknesses included:

- Weather was identified as a strength, but could be a weakness in the future.

Threats

- Shrinking Middle Class (3)
- Tourism Traffic
- Affordable Housing (3)
- Lack of awareness about Gullah Geechee culture on Island (2)
- Housing, Commercial Property
- Loss of land belonging to Native Islanders (2)
- Neighboring cities and towns that are increasingly diverse and attractive

Further discussion for threats included:

- The need for more diversified educational opportunities for younger families

Aspirations

- Technological Connectivity
- Higher Paying Jobs (1)
- Income Equity (2)
- Diverse, Active Community
- More Connectivity (1)
- Community conversations that include all voices (1)
- Additional Education Opportunities (2)
- Affordable Housing, Public Water, Community Center, Colleges or Vocational School for all (1)
- Develop opportunities for the middle calls, young families to attract them here (1)
- Place for young families (1)
- Become a cultural arts center for the State of South Carolina and the Southeast (1)
- Housing Diversity (2)
- Gullah Geechee Preservation (5)
- All aspects of Town policy, marketing, and life reflect a multi-dimensional community
- Protecting environment and culture
- Education that includes local and diversity focus (1)
- Inclusiveness
- Diversity within communities to create a more colorful exciting over-all experience
- Young families will feel connection and to relocate to the area (1)

Results

- Average age on the Island has decreased
- Established Arts District (1)
- Community where every person feels welcome and valued
- Less off-Island traffic due to housing and jobs on the Island
- More families moving to the Island (Increase in school attendance)
- Actual implementation
- Increase in job opportunities (2)
- Community representation across multiple levels where it can be seen and felt (2)
- People are coming to Hilton Head for reasons other than vacation (field trips, culture, art day trips).

- Culture, arts, and tourism becomes a comparable source of revenue and quality of life is improved.
 - Better Test Scores
 - Increase in small and medium businesses
 - More diversity in elected Town officials
 - Arts Center and District (3)
 - Larger population of younger families with school-aged children (2)
 - Bigger corporations, multi-community with different culture, accessible technology, social events, and adaptable environments (2)
-
- After the Strengths, Opportunities, Weaknesses, Threats, Aspirations, and Results were identified, the work group was asked to place a dot on the ideas with which they felt were the most important. Sheryse DuBose explained that lack of dots on the post-its did not disqualify the idea.
 - Taylor Ladd invited the work group to attend the Development Team meeting on August 5th where the co-captains will provide a status report concerning the group's activities and discussions.
 - The meeting was adjourned at 5:19 pm.

Submitted by: Sheryse DuBose