



Town of Hilton Head Island
TOWN COUNCIL
STRATEGIC PLANNING WORKSHOP
Wednesday, August 9, 2023, 9:00 a.m.
MINUTES

Present from Town Council: Alan Perry, *Mayor*; David Ames, *Mayor Pro-Tempore*; Tamara Becker, Alex Brown, Steve Alfred, Glenn Stanford, Patsy Brison

Present from Town Staff: Marc Orlando, *Town Manager*; Josh Gruber, *Deputy Town Manager*, Angie Stone, *Assistant Town Manager*, Shawn Colin, *Assistant Town Manager – Community Development*; Justin Cunningham, *Deputy Fire Chief - Operations*; Ben Brown, *Sr. Advisor to the Town Manager*; Kimberly Gammon, *Town Clerk*; Lisa Stauffer, *Director of Human Resources*; John Troyer, *Finance Director*; Bryan McIlwee, *Director of Public Projects & Facilities*; Jennifer Ray, *Parks & Public Space Program Manager*; Zenos Morris; *Director of Built Environment*; Andrew Davis, *Marketing & Communications Director*, Carolyn Grant, *Communications Director*; Bob Bromage, *Public Safety Director*; Natalie Harvey, *Director of Cultural Affairs*; Tommy Sunday, *Technology & Innovation Director*; Renate McNulty, *Digital Marketing & Communications Specialist*

1. Call to Order

Mayor Perry called the workshop to order at 1:00 p.m.

2. FOIA Compliance

Ms. Gammon confirmed compliance with FOIA.

3. Pledge to the Flag

4. Workshop Discussion

Mr. Orlando led a detailed discussion on the Fiscal Year 2023-2025 Strategic Action Plan and the prioritization of projects over the remainder of the current fiscal year. He affirmed the Strategic Action Plan contains strategies that will protect and preserve the Island's natural environment, manage growth, develop creative revenue sources to fund service delivery, and provide exceptional quality-of-life offerings in arts, culture, and recreation.

Each member of Town Council provided input regarding the Strategic Plan and commented on the progress made.

Mr. Alfred stated his support for a feasibility study regarding an Arts Campus in the Shelter Cove area noting the previous study enhances the plan creation. He said there is a need to address it when the Shelter Cove District Plan is reviewed and developed. He stated he is hopeful an element of the District Plan suggests how to go about implementing such a campus in the Shelter Cove area.

Ms. Brison reviewed a list of decision standards she prepared when making decision as a member of Town Council. The five elements of her standards are: 1) does it improve the safety of residents, workforce, and visitors; 2) does it respect and protect our natural environment; 3) does it make us good stewards of all our resources; 4) does it help with quality of life for all inhabitants; 5) and does it respect for and protect our heritage, especially the property and culture of Native Islanders? She followed with her list of priorities which are: 1) Growth Management; 2) Workforce Housing; (Ms. Brison noted 1 & 2 are equal in priority); 3) Safety for Pedestrians and Bicyclists which includes the corridor plan and the SCDOT corridor plan; 4) Resilience Plan; and 5) Beach Management.

Mr. Stanford noted the workshop is a meaningful process and stated Growth Management and District Planning are vitally important. He expressed concerns regarding implementation, particularly regarding zoning changes resulting in legal liabilities. He stated that for that reason advice and tools are needed to deal with the planning. He suggested there is a need to be stewards of the entire community's well-being by finding a way to support the hospital to meet staffing needs. Mr. Stanford concluded with his concern regarding solid waste on the Island. He said there is a need to encourage developers throughout the Island to adopt various move in days for visitors.

Ms. Becker stated that regarding Workforce Housing, the focus needs to be on the AMI and the need to make sure that opportunity is not limited. She expressed the need for more thought, care, and forward-thinking are needed to accomplish the goal. She added that an increased focus is needed for safety. Ms. Becker commended Hilton Head Island Fire Rescue noting they are first class and go above and beyond for all concerned.

Mr. Brown stated the need for Council to support the Town Manager and provide the adequate amount of resources to get the job done. He commended the process and the Strategic Plan, noting accountability is needed. He expressed the need to consider all citizens when making decisions and priorities. Mr. Brown pointed out that some priorities are scheduled for multiple years, and some have a shorter time frame for implementation. He noted the need for metrics regarding implementation.

Mr. Ames commented to need to choose priorities with the thought in mind as to what are the ones that would send the message that Town Council is on the right course and raise the level of confidence in businesses to invest even more dollars in the community. He stated his priorities are as follows: 1) Growth and Conservation; 2) Workforce Housing; 3) Resilience and 4) CIP (Capital Improvement Projects which represent Investment).

Mayor Perry commended staff on their hard work. He added that the purpose of the Workshop is direction for the Town Manager and staff. Mayor Perry noted that seven items on the list are underway. He concurred with Ms. Brison and Mr. Ames regarding priorities. Mayor Perry expressed the need for the LMO (Land Management Ordinance) to adapt to the current day. He noted that direction is needed from Town Council to define and pinpoint exactly what they want. He thanked all members of Council for their feedback.

Mr. Orlando thanked Council for their comments and support. He noted his job is to stay connected and aligned with Council's collective wishes. Mr. Orlando stated a good bit of time is spent in making sure Committee agendas are appropriate as well as the policy agenda coming forward. Mr. Orlando commented that growing and supporting the team is a priority and voiced his appreciation of the team stating he is very proud of the work they've accomplished. He suggested working as much as they can on the priorities between now and December 31 and when they return in January for review, they can look at how much has been accomplished.

5. Appearance by Citizens

Mr. Peter Geary addressed Council regarding pickleball requesting that Council act now, do it right, deliver what was promised in 2020. He questioned where pickleball stands on the list of capital projects and stated it must be more than a priority for discussion and there is a need to start building.

Melinda Tunner addressed Council regarding the measures of success. She stated transparency needs to be the focus when preparing the five-year CIP Plan so residents are aware of what projects cost and what the Town is spending for each one.

Frank Babel addressed Council expressing his appreciation for Town Staff. He requested Council focus on policy issues, relationships with other municipalities and government entities and the environment which all benefit the Town of Hilton Head Island.

Pamela Martin Ovens submitted her comments to the Town Clerk regarding the use of harmful chemicals in our parks, playgrounds, and beaches. She suggested the Town look into transitioning to non-harmful ways to kill weeds noting the decision would not only provide the Islanders with a better life but would make Hilton Head Island the gold standard for a chemical free life.

6. Adjournment

The workshop was adjourned at 3:30 p.m.

Approved: September 19, 2023

Kimberly Gammon, Town Clerk

Alan R. Perry, Mayor

The recording of this Workshop can be found on the Town's website at www.hiltonheadislandsc.gov