



Town of Hilton Head Island
Housing Action Committee
Tuesday, August 22, 2023, 10:00 a.m.
MEETING MINUTES

Present from the Committee: Candace Birkenhauer; Stuart Bell; Sarah Jones-Anderson; Sandy West; Ayaks Castellanos; Marc Okner; Jack Alderman; Luana Graves-Sellars; Sandy Gillis

Present from Town Staff: Shawn Colin, *Assistant Town Manager*; Missy Luick, *Director of Planning*; Carolyn Grant, *Communications Director*; Andrew Davis, *Marketing & Communications Director*; Karen Knox, *Senior Administrative Assistant*

Present from Town Council: David Ames; Patsy Brison

Other's Present: Tammie Hoy Hawkins, *Together Consulting*

1. Call to Order

Ms. Luick called the meeting to order at 10:15 a.m.

2. FOIA Compliance

Public notification of this meeting has been published, posted, and distributed in compliance with the South Carolina Freedom of Information Act and the Town of Hilton Head Island requirements.

3. Appearance by Citizens

Public comments concerning agenda items were to be submitted electronically via the Open Town Hall portal. No comments were received.

4. New Business

Shawn Colin, Assistant Town Manager thanked the Committee on behalf of Town Council and the Town Manager and stated that their passion and commitment to serve and support this Community are paramount. Mr. Colin stated he is excited about the future and how we can be creative in addressing housing going forward.

a. Introductions of Committee Members, Town Staff and Town Consultant

The Committee Members, Missy Luick, Director of Planning and Tammie Hoy Hawkins, the Town's Housing Consultant introduced themselves and provided their background information.

Ms. Luick stated she hopes there are three main takeaways from the meeting today:

1. That the Committee expands/refreshes their housing knowledge.
2. That you clearly understand what the roles and responsibilities of the Housing Action Committee are.

3. That we establish a clear understanding of what those initial priorities and action items are for this body.

b. Workforce Housing Introduction and Past Approved Plan Overview

Ms. Hawkins stated when we think of affordable housing in many cases we are talking about the percentage of rent or housing costs that people are paying. A rule of thumb is you shouldn't spend more than 30% of your income on housing and no more than three times your annual salary on home ownership costs. A household that spends over 30% of their income each month is considered cost burdened. If you are spending over 50% of your household income on housing, we consider that severely cost burdened.

Ms. Luick gave the Committee a high level review on the Past Approved Plan Overview and stated several of the initiatives are both adopted plans, policies and programs that were initiated from implementation of those policies. The Town adopted a Workforce Housing Strategic Action Plan in 2019. The Town is also on its second Strategic Action Plan. One was adopted in 2021 and the most recent was adopted in June, 2023. Implementation of the Housing Framework is #2 within that Plan. The Workforce Housing Framework is a commitment to preserve and expand workforce housing options on Hilton Head Island through the adoption of four (4) foundational pillars: Community, Planning, Management, and Revenue. Collectively, these pillars establish the enabling structure to assign future policy, programs, organizational capacity, resources and management.

Ms. Luick reviewed the goals for each of the four foundation pillars.

c. Overview of Current Tools and Programs

Ms. Luick reviewed Workforce Housing Incentives which include commercial conversion – conversion of existing non-residential square footage to residential units and density bonus – additional density provided in exchange for Workforce Housing units.

Ms. Luick reviewed the Town's Sewer Connection Program and Home Safety & Repair Program with the Committee.

Ms. Hawkins reviewed the Regional Housing Fund and advised the assessment process led to development of a 2021 Regional Housing Trust Fund Proposal and Implementation Plan.

d. Purpose of Housing Action Committee and Roles and Responsibilities

Ms. Luick mentioned the purpose, roles and responsibilities of this Committee were spelled out in the Resolution that Town Council passed. Ms. Luick proceeded to review the five components of the Purpose of the Housing Action Committee.

Ms. Hawkins reviewed the Mission of the Housing Action Committee which is to help to expand the Town's capacity to develop and implement effective responses to the Town of Hilton Head Island's housing affordability challenges and accelerate progress toward meeting the Town's workforce housing goals.

e. Initial Priorities

Ms. Luick spoke about the initial priorities and advised in essence it is the Multi-Year Housing Action Plan using the framework as a guide. It builds out a more detailed Action Plan of how we are going to implement each of the four pillars and the critical components that include both policy, program and incentive type policies forward. At our next meeting we will talk about the Anti-displacement and Support Plan. We will also bring forward and start talking about a planning tool kit. The draft tool kit will begin detailed conversation the housing tools are that are applied elsewhere, and we will work with this body to figure out which of those solutions or tools are right for Hilton Head. This program will have strong integration with a lot of our Town planning efforts that are currently ongoing. As we are going to overhaul our Land Management Ordinance, we will re-evaluate those adopted policies we have that pertain to Workforce Housing and then possibly look at creating a Housing Incentive Chapter in the rewrite. There is a lot of planning that is already ongoing and underway that will be threaded into this housing program.

Ms. Luick reviewed the implementation steps of the Workforce Housing Framework with the Committee and advised the Town is actively recruiting for a Workforce Housing Program Manager to support the implementation of the Town’s Workforce Housing Framework.

f. Proposed Meeting Schedule

Ms. Luick reviewed the proposed meeting schedule and advised we would be meeting monthly through the end of 2023 as follows: September 25, 2023 @ 10:00 a.m., October 23, 2023 @ 10:00 a.m., November 27, 2023 @ 10:00 a.m. and December 19, 2023 @ 10:00 a.m. In 2024 we will be meeting every other month.

5. Adjournment

Ms. Luick adjourned the meeting at 11:26 a.m.

Submitted by: Karen Knox
Senior Administrative Assistant

Approved: October 4, 2023