



Town of Hilton Head Island  
**PUBLIC PLANNING COMMITTEE MEETING**  
**Wednesday, August 31, 2022, 10:00 AM**  
**AGENDA**

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The Public Planning Committee meeting will be held in-person at Town Hall in the Benjamin M. Racusin Council Chambers. The meeting can be viewed on the [Town's Public Meetings Facebook Page](#), the [Beaufort County Channel](#) and Spectrum Channel 1304.

1. **Call to Order**
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 requirements of the Town of Hilton Head Island.
3. **Roll Call**
4. **Approval of the Minutes**
  - a. [Regular Meeting - August 4, 2022](#)
5. **Appearance by Citizens** Citizens who wish to address the Committee may do so by contacting the Town Clerk at 843.341.4701, no later than 4:30 p.m., Tuesday, August 30, 2022 Citizens may also submit comments on the agenda items via the eComment portal at [Public Planning Committee](#).
6. **New Business**
  - a. [Presentation from the Third-Party Short-Term Rental Management Vendor](#)
7. **Adjournment**

**Please note, a quorum of Town Council may result if four (4) or more of their members attend this meeting.**



# Town of Hilton Head Island PUBLIC PLANNING COMMITTEE Thursday, August 4, 2022, 9:00 a.m. MINUTES

**Present from Committee:** David Ames, *Chairman*; Alex Brown, Tamara Becker, Glenn Stanford, *Committee Members*

**Present from Town Staff:** Josh Gruber, *Deputy Town Manager*; Angie Stone, *Assistant Town Manager*; Shawn Colin, *Assistant Town Manager, Community Development*; Carolyn Grant, *Communications Director*; John Troyer, *Finance Director*; Krista Wiedmeyer, *Town Clerk*

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## 1. Call to Order

Mr. Ames called the meeting to order at 9:00 a.m.

## 2. FOIA Compliance

Ms. Wiedmeyer confirmed compliance with the SC Freedom of Information Act.

## 3. Roll Call

Ms. Wiedmeyer called the roll, confirming the attendance.

## 4. Approval of the Minutes

### a. Regular Meeting – June 15, 2022

Mrs. Becker moved to approve. Mr. Brown seconded. Motion carried 4-0.

## 5. New Business

### a. Consideration of a Resolution Authorizing the Town Manager to Enter into Contractual Arrangements for Beach Parking Management Services

Mr. Gruber opened the conversation by reviewing the history and background of this matter, explaining that since being directed by Town Council, staff executed a Request for Proposals and after reviewing those received have chosen PCI Municipal Services to be the preferred vendor for the Town. Mr. Gruber explained that Jack Skelton was present who would review the proposed scope of work and answer questions. Mr. Gruber requested that the Committee consider the scope of work presented and decide whether to forward to Town Council for final approval. After a lengthy presentation and discussion, Mr. Skelton answered questions from the Committee. One primary question from Mrs. Becker was about privacy rights of the digital information obtained and how it is managed. Mr. Skelton explained that the Town is responsible for the storage and management of the data collected.

Mr. Stanford moved to forward to Town Council the Resolution authorizing the Town Manager to enter contractual negotiations with PCI Municipal Services to provide beach parking operations, management, and enforcement services within an agreed upon scope of services authorized by the Town Council. Mrs. Becker seconded. With limited discussion, the motion carried 4-0.

**b. Discussion of the Adopted Short-Term Rental Ordinance and the Selection of a Third-Party Vendor for Short-Term Rental Monitoring**

Mr. Colin delivered a presentation to the Committee concerning the next steps to implementing the Short-Term Rental Ordinance. He explained that he did not need much guidance from the Committee, he was simply providing an update and background information on the selection of a third-party vendor for the verification and monitoring, permitting, and complaint collection and tracking of the same. Mr. Colin reported that the selected vendor will deliver a presentation on their company and services to the Committee at their next meeting on August 31, 2022. Upon the conclusion of the presentation, Mr. Colin continued the discussion and answered questions posed to him by the Committee. Chairman Ames called on the public to speak on this matter before closing out the discussion.

**c. Palmetto Breeze Trolley Service and Rider Experience Update**

Mr. Colin opened the discussion by making some brief comments to the Committee and Ms. Franzoni with Palmetto Breeze about taking the next steps in enhancing the service already being provided. He explained that the Town is at a place where it is working towards strengthening and enhancing the brand and experience for both residents and visitors of the Island. After making some final remarks, Mr. Colin turned introduced Mary Lou Franzoni, Executive Director of the Lowcountry Regional Transportation Authority. Ms. Franzoni reviewed the ridership statistics provided in the agenda packet and reiterated previous presentations about the enhancements made to the trolleys, such as historic video loops and information about events on the Island. She reviewed the various options of vehicles and other opportunities there could be from Palmetto Breeze to update and enhance the service. Ms. Franzoni answered several questions from the Committee before concluding her update.

**d. Discussion of Proposed Land Management Ordinance Amendments**

Chairman Ames affirmed with Mr. Colin that the Committee is being asked to advance the Tier 1.A amendments to the Land Management Ordinance. Chairman Ames also asked that Mr. Colin also explain the impact and relationship the amendments have on land use. Mr. Colin began the presentation with a few opening remarks, noting that there is a slightly new process of bringing forward the list of Land Management Ordinance (LMO) amendments to the Public Planning Committee, further noting that he is in place to help the program to help meet the expectations of the community and improve the code. Mr. Colin stated that he wanted to be clear, that he is not comfortable with the current LMO as drafted. He went on to say that the Town did a really good job in the development of the Comprehensive Plan, further saying that the Town did a really good job connecting the Strategic Plan to the Comprehensive Plan, setting out the body of work for the past several months. Mr. Colin said it was necessary to also connect the LMO with the Comprehensive Plan, noting that staff was given guidance by Town Council to conduct a strength, weakness, opportunity, and threat (SWOT) analysis of the LMO. He reviewed the steps necessary for completing the SWOT analysis, noting that while taking these necessary steps, the LMO requires some amendments in the interim.

Mr. Colin reviewed each of the proposed amendments within Tier 1.A and 1.B, answering the Committee's questions throughout the presentation. Upon the conclusion of the presentation, Chairman Ames called on the public to speak on this matter before asking for a motion to approve the advancement of the Tier 1.A. LMO amendments.

Mr. Stanford moved to advance the proposed Tier 1.A LMO amendments as presented. Mr. Brown seconded. Motion carried 4-0.

## **6. Adjournment**

With no further business, the meeting adjourned at 12:07 p.m.

### **Approved:**

Drafted and Submitted by:

Krista M. Wiedmeyer, Town Clerk

**The recording of this meeting can be found on the Town's website at  
[www.hiltonheadislandsc.gov](http://www.hiltonheadislandsc.gov)**



## TOWN OF HILTON HEAD ISLAND

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### *Staff Report Memo*

**TO:** Public Planning Committee  
**FROM:** Shawn Colin, AICP, *Assistant Town Manager – Community Development*  
**CC:** Missy Luick, *Community Planning Manager*  
**DATE:** August 9, 2022  
**SUBJECT:** Short-Term Rentals: Presentation by Short-Term Rental Services Vendor

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Earlier this month, staff finalized a contract with GovOS to provide a variety of services related to short-term rentals, including verification and monitoring, permitting, and complaint collection and tracking. Staff is coordinating with GovOS to establish a schedule for the delivery of the contracted services. A representative of GovOS will present an overview of their company and services to the Committee during the August 31, 2022, meeting.