



**The Town of Hilton Head Island  
Economic Development Committee  
Wednesday, June 20, 2012  
1:00 p.m.  
Conference Room 4**

**AGENDA**

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**As a Courtesy to Others Please Turn Off All Cell Phones and Pagers during the Meeting.**

- 1. Call to Order**
- 2. Freedom of Information Act Compliance**  
Public notification of this meeting has been published, posted, and mailed in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.
- 3. Approval of Minutes**
  - a. Approval of Economic Development Committee minutes June 13, 2012
- 4. New Business**
  - a) What role should this entity have in redevelopment of existing areas/properties?
  - b) How have other communities organized/structured for economic development
    - o Terry Ennis/Shawn Colin "Exemplar" study of other communities
- 5. Adjourn**

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

TOWN OF HILTON HEAD ISLAND  
**ECONOMIC DEVELOPMENT COMMITTEE**

Wednesday, June 13, 2012 Minutes  
1:00p.m. – Conference Room 4

Committee Members Present: Jim Gant, Tom Lennox, Peter Parrott,  
Councilman Bill Harkins, *Ex-Officio*,  
John Salazar, Terry Ennis

Absent: Richard Cyr

Guests: Gary Kubic, *Beaufort County Administrator*; David Tigges, *Lowcountry  
Economic Alliance*; Kim Statler, *Lowcountry Economic Alliance*

Town Staff Present: Steve Riley, Town Manager  
Charles Cousins, Director of Community Development  
Shawn Colin, Comprehensive Planning Division Manager

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**1) CALL TO ORDER**

Chairman Gant called the meeting to order at 1:10 p.m.

**2) FREEDOM OF INFORMATION ACT**

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

**3) APPROVAL OF MINUTES**

The Economic Development Committee minutes of June 6, 2012 were approved as presented.

**4) NEW BUSINESS**

Chairman Gant welcomed all guests. Chairman Gant then explained what Town Council has tasked this Committee to do:

Decide whether or not the Island's economic future would benefit from the creation and formation of an entity that would focus on both economic development and redevelopment opportunities for the Island.

This Committee is to answer the following key questions:

- What specifically does the Committee believe such an entity will accomplish for the economic enrichment of the Island?
- Why would such an entity be significantly better for the Island community's economic future than what currently exists in the Island's governance structure?
- How would such an entity fit in with regional efforts?
- What capabilities would such an entity need to be both successful and sustainable?
- Could the Committee recommend a "pilot" project that such an entity may be engaged to verify the value to the community?

Chairman Gant stated that this Committee is not about being competitive or duplicating efforts; how to leverage each other for maximum benefit.

The following represents topics discussed by Mr. Kubic, Mr. Tigges, Mrs. Statler and the Committee members:

- Necessary to create a positive, result-filled series of decisions to enhance economic development opportunities.
- Need private involvement and government needs to see its role in a supportive way.
- Define incentives.
- Communicate to taxpayers the goals.
- Create the opportunity.
- Look at assets available to the potential business (tech park, eco park).
- Every deal is different; be prepared to modify to seal the deal.
- Government does not think like business people.
- Do a baseline assessment. What is baseline community desire?
- Economic development is not to reinvent yourself but take what you have and enhance it.
- Regionalism and cooperative spirit is a great way to approach economic development.
- Most state governments have the desire to create jobs and tie in their contributions to Alliances or Regional Economic Networks.
- Deal making is as much master planning and having confidence in the people you are working with. Influence of the private sector on your board is they have confidence in other entrepreneurs.
- We have some barriers we have to address to be competitive. In general, prospects are interested in this area. We suffer from having many different organizations doing the same thing.
- Beaufort County has natural assets and is in a great position to advance and be competitive and change depreciation to appreciation. To create new business and growth you have to have a strong public relations program. This needs to be taken up by the private sector. Reinvestment. Resources are here that will make your life better when older.
- There is no reason not to have individual identity and be part of a greater process. Specialize or amplify base and bring more people in – creates better results.
- This area has plenty of residential real estate agents but we don't have commercial. The client they are selling a home to is a potential business client. Our best advocates are our agents. We need to cross pollinate information. To sell and win you have to criss-cross.
- Tax incentive; Fee in Lieu of Tax
- Redevelopment tax incentives could be used. It has to be economically feasible for a property owner to redevelop.
- Do we have the ability to offer all Wi-Fi technology capability? Utility cooperation? Hiring pool of a viable long-term workforce?
- This is a deal culture. If we really want business, we need to change the language that we use. For this to be successful we need to get ahead in a public relations campaign and educate our residents. It will have to come from the private community and residents that live here.
- Only 11% of tax base is business. Business community has to stand up and get organized.
- Revenues on town level decreasing. Relate that to lack of own personal investment. We need an internal campaign. Make it constant and do it slowly. We need to create a need for change in the minds of voters.

- We have branded this place so much for tourism that we fight the brand. We hurt ourselves with hardcore brand. “I never thought of you for business.” We are just not known for business. That is not how we market. There has to be a way not dilute the brand but add to it. Chamber cannot take state accommodation tax for tourism and use for business marketing.
- Is there interest in adding to the medical community (plastic surgery recovery area; post traumatic stress disorder facility)? Is that realistic? Need research and development.
- Councilman Ferguson stated that there is heirs land available for development on Hilton Head Island that is owned by native islanders. The land is zoned residential now but the property owners would like to form a partnership to utilize their property as an investment tool. Native Islanders are moving away because it is too costly to just live here - put the land to work.

**Upcoming:**

Chairman Gant handed out suggested agenda topics for the next few weeks. Chairman Gant stated that the information gathering is complete and suggested that the Committee members start writing down thoughts on what this entity should do.

**5) ADJOURN**

There being no further business, the meeting adjourned at 3:00 p.m.

Submitted by Eileen Wilson

Approved by: \_\_\_\_\_  
Jim Gant, Chairman