



**The Town of Hilton Head Island  
Economic Development Committee  
Wednesday, June 6, 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 of May 8, 2012, May 15, 2012, and May 23, 2012
- 4. New Business**
  - a. Susan Thomas, Vice President of Visitor & Convention Bureau
  - b. Discussion: What role should this new entity play in redevelopment of existing properties?
- 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

Tuesday, May 8, 2012 Minutes

2:00p.m. – Conference Room 4

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

Town Council Members Present: Mayor Laughlin, Kim Likins, Lee Edwards

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

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1) **CALL TO ORDER**

The meeting was called to order at 2:00p.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) **SWEARING IN OF MEMBERS**

Mayor Laughlin performed the swearing in of the Committee members.

4) **INTRODUCTION BY MAYOR DREW LAUGHLIN**

Mayor Laughlin thanked the Committee members for donating their time to be on this important Committee for the benefit of the Town and the Community. All of you were selected for a reason not just the talents, experiences and capabilities that you bring to the table but also because you have a great knowledge of Hilton Head Island and what kind of community it is and should aspire to be. Economic Development means many things to many people. The task before you is set out before you in the Charter; it is something we hope can be accomplished in 90 days.

5) **ELECTION OF OFFICERS**

By unanimous vote Mr. Jim Gant was elected Chairman. By unanimous vote Mr. Tom Lennox was elected Vice Chairman.

6) **NEW BUSINESS**

**Committee Organization and General Business**

**Rules of procedure and conduct for public body:** brief discussion regarding e-mail protocol between Committee members and compliance with the Freedom of Information Act.

**Meeting Schedule/Venue:** The Committee members agreed to start meeting every Tuesday at 3:00pm in Conference Room 4 at Town Hall Hilton Head Island. This schedule will be adjusted as needed.

Mr. Ennis presented thoughts on Economic Development, key characteristics and operational items for the Committee to consider. Mr. Salazar presented a Visitor per Day Monthly Comparison Chart for the past few years as well as a table ranking industry commodity.

**Some discussion items:**

- Where are we trying to get to? What is the goal?
- Our charter is - do we believe we need economic development and what should the scope and focus be?
- Chamber of Commerce business development in Bluffton/HHI - we need to talk to them so there is no overlapping. What is the role of Chamber of Commerce? We should invite the Chamber of Commerce to our meeting.
- What role does economic development have in tourism?
- What other entities are out there with economic development and redevelopment. Separate efforts going on. Lack of collaboration.
- Find the direction economic development should take for Hilton Head Island then map existing things to it.
- What happens on this island impacts Beaufort County profoundly.

**In Summary:**

Mr. Ennis asked Mr. Salazar to bring his bubble chart for Hilton Head Island with him to next Tuesday's meeting and his list of other organizations that are in this economic development market and what they are doing.

Mr. Gant will go back to the Mayor's Task Force and the Comprehensive Plan to extract goals and pointers from those two sources.

At the next meeting (Tuesday, May 15, 2012) the Committee will define the scope of economic development and what the role should be.

**7) ADJOURNMENT**

There being no further business, the meeting was adjourned at 4:05 p.m.

Submitted by Eileen Wilson

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

# TOWN OF HILTON HEAD ISLAND

## ECONOMIC DEVELOPMENT COMMITTEE

Tuesday, May 15, 2012 Minutes

2:00p.m. – Conference Room 4

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

Committee Members Absent: Richard Cyr, Peter Parrott

Town Council Members Present: George Williams

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

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### 1) CALL TO ORDER

Chairman Gant called the meeting to order at 3:00p.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) NEW BUSINESS

The Committee discussed what major entities exist and invite them to our meeting to share what current economic development activities they are involved in. Would like to invite the Chamber of Commerce and Beaufort County to each send a representative to speak about economic development efforts of their respective organizations at our Wednesday, May 30, 2012 meeting.

It is important for the Town to have a strong link with these two key entities so the focus on economic development is headed in the right direction. It is important not to duplicate efforts. This Committee will embark on a planning process; what we create here has to interface well with the other entities. We need flexibility of thought to fine-tune as we proceed.

Define roles and responsibilities of existing organizations so we can position this proposed entity to be significantly prepared to improve the island's economic future.

Mr. Ennis stated that it would be worthwhile for the Committee to invite Mr. David Tigges to come to the June 13, 2012 meeting because Mr. Tigges and a group of people are working to fix and improve the Lowcountry Economic Alliance. It was suggested we get a copy of the Lowcountry Economic Alliance Charter and Mission Statement.

The Committee reviewed various charts:

- Industry commodity production by sector led to segmentation.
- Tourism is buried in all of this. Real estate and tourism.

- Need to develop the managerial workforce to service these other sectors.
- The next step with the data is to combine it. There are two domineering segments.
- The Committee's assignment is not to solve economic development but to define the roles and responsibilities of an organization that would do that.
- Identify major segments that will help us.
- Create tools to be tweaked ongoing basis to confirm continued investment and strategies.
- Service sector is heavy.

Future ideas to keep in mind:

- Producer of Excellence
- Center for Service Leadership (CSL) on Hilton Head is a newly formed nonprofit center of leadership excellence dedicated to promoting a culture of service excellence among businesses and professional organizations.

Review of the Town's Comprehensive Plan – Economic Development Element

- Take existing segment and make it better.
- Grow the businesses you have, identify adjacent businesses, leverage capabilities.

Mr. Ennis walked the Committee through the business plan model.

Mr. Salazar recommended the Town of Hilton Head purchase the 2007 and 2008 Historical Beaufort County Plus IMPLAN data set to support the consulting services provided to the Economic Development Committee. IMPLAN data files represent the local economy and are ideal for examining economic impacts on Hilton Head Island and Beaufort County. The USCB Lowcountry and Resort Islands Tourism Institute currently has the 2009 and 2010 data files.

The data sets will be used to analyze the commodity sector growth or decline for the Hilton Head Island Community and explore for specific production trends over the four year period. In addition, the data set can be used for sector employment projections and estimating economic impact or losses on the community. Using IMPLAN as a tool to assist the Economic Development Committee will provide members greater insight on the dynamics of the Hilton Head Island economy. As a result, the Committee recommendations will be more strategic in its resolve. The data can also be used for various future research projects specific to Hilton Head Island. The cost of the data set will be \$730.00. Mr. Shawn Colin stated that he will forward the request to the Town Manager.

Next week's agenda:

- Segmentation
- Discuss what currently exists within government for economic development
- Discuss projects in the works

## 7) **ADJOURNMENT**

There being no further business, the meeting was adjourned at 4:45 p.m.

Submitted by Eileen Wilson

Approved by: \_\_\_\_\_

Jim Gant, Chairman

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

Wednesday, May 23, 2012 Minutes  
1:00p.m. – Conference Room 3

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

Committee Members Absent: Richard Cyr, Tom Lennox

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) **NEW BUSINESS**

The meeting began with reviewing the 2007-2010 IMPLAN Annual NAICS Output Analyses. Various sectors were discussed in terms of which sectors have declined and which have maintained a share of contribution in the Hilton Head Island economy.

- If we are targeting specific industries, can we line up education and labor development processes. Understand and develop workforce.
- We need to develop what is already here. We need to retain existing businesses and people.
- With this new entity, we do not want duplication or competitiveness.
- Look at sectors, maybe one or two corporate players, pick their brain just as we want to do with the County and Chamber of Commerce.
- This new entity should have a role in major sectors such as real estate, tourism, retirees, healthcare, and finance.
- Town of Hilton Head Island is a point of contact for starting a business. Other communities have a specific Economic Development division or a point of contact. We try to help folks best we can. There are properties that are prime for redevelopment. We would like to have on our website our inventory of what is available (vacant buildings, properties, fact sheet). We want to facilitate not compete.

The Economic Development Committee will continue to try to schedule someone from the Chamber of Commerce and someone from Beaufort County to come to our June 6 and/or June 13 meeting to discuss what their focus is on economic development. The Committee feels this discussion will help in finding the best approach to take in pursuing economic and redevelopment opportunities for our area without duplicating efforts. Mr. Ennis will schedule Mr. David Tigges to attend our June 13 Economic Development Committee meeting.

4) **ADJOURN**

There being no further business, the meeting adjourned at 3:30 p.m.

Submitted by Eileen Wilson

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