



**The Town of Hilton Head Island
Economic Development Committee
Wednesday, August 8, 2012
1:00 p.m.
Conference Room 4**

AGENDA

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 July 11, 2012
- 4. New Business**
 - Discussion Topics**
 - a) Review draft of committee report
 - b) Next steps
- 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, July 11, 2012 Minutes
1:00p.m. – Conference Room 4

Committee Members Present: Richard Cyr, Jim Gant, Tom Lennox
John Salazar, Terry Ennis

Absent: Peter Parrott, Bill Harkins, *Ex Officio*

Others: Jim Collett, Eleanor Lightsey O’Key, Joselyn Metzger Steigar, Gail Quick

Media: Tom Barton, *Island Packet*

Town Staff Present: Shawn Colin, Comprehensive Planning Division Manager

1) CALL TO ORDER

Chairman Gant called the meeting to order at 1:00 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 27, 2012 were approved as presented.

4) NEW BUSINESS

The Committee reviewed the major requirements, functions and expectations that they have compiled to date for the proposed economic renewal entity.

Skills and Capabilities Required

This is a powerful list and would represent the Town very well. Candidates must make a commitment to be actively involved and willing to devote plenty of time.

Role of Entity (Mission)

The key thoughts are there; the words can be tweaked.

Hilton Head is a very successful island. We need to pursue economic renewal to enrich the long term economic future; if we do nothing it will decline. It is important to support existing businesses – our best customer is our current customer.

It was suggested that the word future in the first sentence of the Mission Statement be removed.

Chairman Gant stated that he will fine-tune the wording.

Governance Organizational Network & Structure

This chart puts in picture form the discussion this Committee is having on the role of this economic renewal entity. It was suggested that (2-4) be removed from under the Admin Support box. It was also suggested that the word Advisory be removed from the 9 Member Advisory Board box.

Governance Model

Important to educate the community why economic renewal is important. Candidates need to have strong skills in communication, public relations, and marketing. It was suggested using Town Council as a conduit to communicate with people. It is necessary for a public relations campaign to reach out as far as possible.

Assets of Entity

It was suggested that the words By Negotiation be replaced with By Recommendation.

Legacy Issues, Barriers to Overcome

It is important that the community sees the need for economic development renewal. The word development tends to be received with a negative perception.

How do we answer when the community asks: Why are you doing this? What is our answer? Why form a group to be responsible for economic renewal?

Answers:

- We have to rejuvenate our environment.
- Status quo is not an option. If we do not do something, our economy and quality of life will deteriorate.
- Economic development and economic redevelopment could reverse the trend and improve or enhance our quality of life.

People are not retiring as they used to. We need to find a way to create an environment that motivates existing and future property owners or business owners to expand or relocate to Hilton Head Island. There needs to be a way to offer incentives or motivation. Before motivation, we need to remove obstacles that are in the way of redevelopment.

We need a strong business community to support Town functions. Make our community more viable.

Sequence of Events to Bring into Being

Mr. Ennis reviewed this section which has a timeline of four quarters.

Chairman Gant stated that he will incorporate all the input and send out the results for review. Mr. Salazar will provide Chairman Gant with graphs. Chairman Gant will meet with Mayor Laughlin the first week in August to report on the Committee's final report. The Committee will meet again on Wednesday, August 8 at 1:00 p.m. to discuss any feedback and prepare to report to the Town Council.

5) ADJOURN

There being no further business, the meeting adjourned at 2:15 p.m.

Submitted by Eileen Wilson

Approved by: _____
Jim Gant, Chairman