



The Town of Hilton Head Island Regular Town Council Meeting

Tuesday, November 20, 2012

4:30 P.M.

AGENDA

As a Courtesy to Others Please Turn Off All Mobile Devices During
the Town Council Meeting

- 1) **Call to Order**
- 2) **Pledge to the Flag**
- 3) **Invocation**
- 4) **FOIA 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.
- 5) **Proclamations and Commendations**
 - a. **Hilton Head Area Association of Realtors**
- 6) **Approval of Minutes**
 - a. Town Council Special Meeting – October 31, 2012
 - b. Town Council Meeting – November 7, 2012
- 7) **Report of the Town Manager**
 - a. Town Managers Items of Interest
 - b. Powerline Burial Project Update – Marc Torin
- 8) **Reports from Members of Council**
 - a. General Reports from Council
 - b. Report of the Intergovernmental Relations Committee – George Williams, Chairman
 - c. Report of the Personnel Committee – Lee Edwards, Chairman
 - d. Report of the Planning & Development Standards Committee – Bill Ferguson, Chairman
 - e. Report of the Public Facilities Committee – Kim Likins, Chairman
 - f. Report of the Public Safety Committee – Bill Harkins, Chairman
 - g. Report of the LMO Rewrite Committee – Kim Likins, Ex-Officio Member
 - h. Report of the Economic Development Committee – Bill Harkins, Town Council Liaison
- 9) **Appearance by Citizens**

10) Unfinished Business

a. Second Reading of Proposed Ordinance 2012-37

Second Reading of Proposed Ordinance 2012-37 to amend Chapter 1 (Business and Professional Licensing) of Title 10 (Business and Professional Licensing; Franchising and Regulations) of the Municipal Code of the Town of Hilton Head Island, South Carolina by amending Section 10-1-190 Classification Rates, Schedules; and provide for severability and an effective date.

11) New Business

a. Consideration of a Resolution – Honey Horn Master Plan

Consideration of a Resolution of the Town Council of the Town of Hilton Head Island, South Carolina, approving updates to the Honey Horn Master Plan on behalf of the Coastal Discovery Museum, and authorizing the execution and delivery of an amendment to the agreement between the Town of Hilton Head Island, South Carolina, and the Coastal Discovery Museum, and the lease of Honey Horn by and between the Town of Hilton Head Island, South Carolina, and the Coastal Discovery Museum, dated January 29, 2002.

b. Consideration of a Recommendation - PUD Storm Water Agreements

Consideration of a Recommendation that the Town Council of the Town of Hilton Head Island approve a policy for the acquisition of certain storm drainage easements that qualify for public service, are privately owned, and lie within the limits of a Planned Unit Development (PUD) or Property Owner's Association (PUD / POA) that shares a storm drainage maintenance and access agreement with the Town.

c. Consideration of a Resolution – Economic Development Advisory Committee

Consideration of a Resolution of the Town Council of the Town of Hilton Head Island to accept the report and associated concepts and recommendations, in principle, submitted by the Mayor's Citizens Committee on Economic Development.

d. First Reading of Proposed Ordinance 2012-38

First Reading of Proposed Ordinance 2012-38 to amend the budget for the Town of Hilton Head Island, South Carolina, for the fiscal year ending June 30, 2012; to provide for the expenditures of certain funds; and to allocate the sources of revenue for the said funds.

e. Consideration of a Recommendation – Public Information Enhancements, Greg DeLoach, Rene Phillips

Consideration of a Recommendation that Town Council provide the Town Manager general direction to implement Public Information Enhancements.

12) Executive Session

a. Legal Matters

b. Boards and Commissions

- 1) Board Member Recommendation to the Beaufort-Jasper Water & Sewer Authority

13) Adjournment

COMMENDATION

By

The Town of Hilton Head Island

WHEREAS, the Hilton Head Island Board of Realtors was organized on November 14, 1972, and became affiliated with the National Association of Realtors and the South Carolina Association of Realtors; and

WHEREAS, their name was changed to Hilton Head Island Association of Realtors in 1990, and to The Hilton Head Island Area Association of Realtors in 1998; and

WHEREAS, the Association is now celebrating 40 years of service to agents and property owners in Hilton Head Island; and

WHEREAS, the mission of the Hilton Head Area Association of Realtors, as the voice of real estate, is to support and educate its members and enhance their professionalism and success; and

WHEREAS, the Association remains committed to helping Hilton Head Island families realize the American Dream of homeownership, the protection of private and public property rights, the growth and prosperity of our community and businesses, and the protection and promotion of Hilton Head Island's unique quality of life;

NOW, THEREFORE, I, Drew A. Laughlin, Mayor of the Town of Hilton Head Island, South Carolina, on behalf of the Town Council, do hereby commend the Board of Directors, Staff, and members of

The Hilton Head Area Association of Realtors

on the milestone of their 40th Anniversary of providing educational resources to its members and outstanding professional service to their clients.

*IN TESTIMONY WHEREOF, I hereunto set my hand and caused this seal of the Town of Hilton Head Island to be affixed this **Twentieth day of November, in the year Two Thousand Twelve.***

Drew A. Laughlin, Mayor

THE TOWN OF HILTON HEAD ISLAND
SPECIAL TOWN COUNCIL MEETING

Date: Wednesday, October 31, 2012

Time: 4:00 P.M.

Present from Town Council: Drew A. Laughlin, *Mayor*; Ken Heitzke, *Mayor Pro-Tem*; Bill Ferguson, George Williams, Lee Edwards, Bill Harkins, Kim Likins, *Council Members*

Present from Town Staff: Steve Riley, *Town Manager*; Greg DeLoach, *Assistant Town Manager*; Lavarn Lucas, *Fire Chief*; Charles Cousins, *Director of Community Development*; Scott Liggett, *Director of Public Projects and Facilities/Chief Engineer*; Brian Hulbert, *Staff Attorney*; Susan Simmons, *Director of Finance*; Nancy Gasen, *Director of Human Services*; Lisa Stauffer; Sr. Human Resources Administrator; Jill Foster, *Deputy Director of Community Development*; Shawn Colin, *Comprehensive Planning Manager*; Julian Walls, *Facilities Manager*; Erica Madhere; Finance Assistant; Vicki Pfannenschmidt, *Executive Assistant*

Present from Media: Tom Barton

1) CALL TO ORDER

Mayor Laughlin called the meeting to order at 4:02 p.m.

2) FOIA 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) New Business

a. Second Reading of Proposed Ordinance 2012-35

Second Reading of Proposed Ordinance 2012-35 to amend Chapter 3 (Municipal Council) of Title 2 (General Government and Administration) of the Municipal Code of the Town of Hilton Head Island, South Carolina by amending Section 2-3-60 Compensation and Expenses; and provide for severability and an effective date.

Mr. Ferguson moved to approve. Mr. Heitzke seconded. Mr. Ferguson explained he was voting for the measure but was more interested in a benefit package for Town Council Members. Mayor Laughlin referenced that discussion had taken place in the past concerning the issue but asked Mr. Riley to speak on the subject. Mr. Riley stated that staff had checked in to the issue but due to the fact Town employees are not part of the South Carolina State Retirement System, the option for Council members to participate in the benefit package is not available. He did note that Council members could participate in deferred compensation and placing a portion of their salary in to a retirement plan, it could be arranged.

Mr. Edwards restated his opposition to the increase in compensation for Town Council members. Mr. Harkins stated he was voting in favor of the increase because he felt it was important to create an environment that encourages participation from all walks of life at all socioeconomic levels. The motion was approved by a vote of 6-1. Mr. Edwards was opposed.

b. Discussion of Arts Center of Coastal Carolina Request for Release of Previously Approved ATAX Funds

Mayor Laughlin invited Kathi Bateson to address Council. Ms. Bateson conducted a power point presentation reviewing past and current finances of the Arts Center of Coastal Carolina explaining the need for the release of approved ATAX funds. She further explained that with the current financial condition of the Arts Center financial solutions would need to be found in order to continue operation of the building.

Mrs. Likins asked Ms. Bateson to explain some of the accounting procedures and how costs were allocated. Ms. Bateson reviewed the process. Mr. Harkins spoke in support of the Arts Center but expressed concern over the accounting procedures. Mr. Williams expressed concern about treating one organization differently than another by releasing funds early. Mrs. Bateson acknowledged their request was unique but noted it was not an increase but an early release. Mr. Ferguson explained that when the Arts Center was originally built the existing Town Council at that time was informed there would always be a need for subsidized funding. He spoke in support of releasing the funds.

Mrs. Likins noted the importance of the Arts Center and its value of being a community resource. She stated the need for a viable business model noting the past 16 years did not work. Mr. Edwards asked if general revenue funds were allocated to the Arts Center. Mr. Riley said they were not and explained the Arts Center only received ATAX funding through the grant application process. Mr. Edwards noted that as represented in Ms. Bateson's report, the majorities of cities do financially support their Arts Centers. He commented that the Arts Center is a tremendous asset to the Town.

Mr. Heitzke stated he felt the Arts Center was very necessary for Hilton Head Island and he saw no problem in releasing the committed funds two months early. Mayor Laughlin stated he would support releasing the funds early noting the funds had been committed to the Arts Center. He stated he felt there was a larger and broader issue at hand, which was that the current financial position of the Arts Center was not sustainable. He expressed that it was critically important to the future of the Community to have a broad range of quality arts and cultural offerings.

Mayor Laughlin stated there would have to be a broader conversation about what level of funding the Community is willing to provide to support the arts and what kind of organizations should receive the funding. He shared his thoughts of bringing interested stakeholders to the table for discussion, or bringing on a consultant to assist in guiding future conversations on what types of facilities are needed, how they are used and what kind of offerings should be presented. He said the Town needs to make sure that its limited resources are used as efficiently and effective as possible and that they are allocated with a comprehensive view of the whole issue. Mayor Laughlin said he felt it is unrealistic for the Community to expect that there will be a broad range of quality arts offerings without public support. He concluded by stating that this is a challenge but also an opportunity to do something that is way overdue.

The Mayor invited public comment. Mr. Willis Shay addressed Council stating he felt the community has done a good job of fostering the arts without much public support. He commented that the ATAX funds is an increment of support but doesn't make arts organizations prosper. He explained that ATAX funds make up 10% of the budget for the Arts Center and Hilton Head Symphony Orchestra. Mr. Shay stated he endorsed the Mayor's concept of a conducting a study to see what could be done to support the arts.

Mr. Harkins suggested items for a study would be: 1) the study charge; 2) study participants; 3) particular items of focus; 4) endorsements of the respective boards of these organizations; 5) study committee composition; 6) agreement on the client; 7) time frame; 8) the deliverables; and 9) who pays for the study.

Mr. Williams stated if this would be completed there would have to be a major shift in the thinking and cooperation of all of the arts organizations and a major shift of how Town Council thinks about allocating not only tax funds but ATAX funds in order to make it successful.

Mr. Riley stated that releasing the funds does not get the Arts Center through the end of the fiscal year, which for them is August; nor does it solve their financial problems. He explained it was intended by the Arts Center as a proposal to buy some time while discussing the bigger picture. He proposed staff taking the comments made at this meeting and crafting ideas of what a study or request for proposal of a study might look like and bringing it back to Council at a future meeting. He further stated that he felt the study, if completed, should be conducted at the expense of the Town. All members of Council were in agreement that Mr. Riley proceed and prepare a recommendation.

4) Adjournment

Mr. Williams moved to adjourn. Mr. Harkins seconded. The meeting was adjourned at 5:13 p.m.

Victoria L. Pfannenschmidt
Executive Assistant

Approved:

Drew A. Laughlin, Mayor

THE TOWN OF HILTON HEAD ISLAND

REGULAR TOWN COUNCIL MEETING

Date: Wednesday, November 7, 2012

Time: 4:00 P.M.

Present from Town Council: Drew A. Laughlin, *Mayor*; Ken Heitzke, *Mayor Pro Tem*; George Williams, Bill Ferguson, Lee Edwards, Bill Harkins, Kim Likins, *Council Members*

Absent from Town Council: Lee Edwards, *Council Member*

Present from Town Staff: Greg DeLoach, *Assistant Town Manager*; Scott Liggett, *Director of Public Projects and Facilities/Chief Engineer*; Susan Simmons, *Director of Finance*; Brian Hulbert, *Staff Attorney*; Jill Foster, *Deputy Director of Community Development*; Jeff Buckalew, *Town Engineer*; Julian Walls, *Facilities Manager*; Teri Lewis, *LMO Official*; Nicole Dixon, *Senior Planner*; Erica Madhere, *Finance Assistant*; Vicki Pfannenschmidt, *Executive Assistant*

Present from Media: Casey Conley, *Island Packet*

1) CALL TO ORDER

Mayor Laughlin called the meeting to order at 4:00 p.m.

2) PLEDGE TO THE FLAG

3) INVOCATION

4) FOIA 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.

5) Proclamations and Commendations

a. Hilton Head Island High School “Lady Seahawks” Swimming Team

Coach Lane and members of the Swimming Team were present to accept the commendation.

b. Pancreatic Cancer Awareness Month

Mr. Richard Boccabella was present to accept the proclamation.

6) Approval of Minutes

a. Town Council Special Meeting – October 31, 2012

Mr. Heitzke moved to approve. Mr. Williams seconded. The minutes of the October, 31, 2012 Town Council Special meeting were approved by a vote of 6-0.

7) Report of the Town Manager

a. Town Managers Items of Interest

Mr. DeLoach reviewed the items of interest.

b. October, 2012 Quarterly Report

Mr. DeLoach reviewed the report.

- c. Economic Development Advisory Committee – Report to Town Council, Jim Gant, Chairman

Mr. Gant presented a power point summarizing the report and the recommendation of the Committee.

8) Reports from Members of Council

a. General Reports from Council

Mr. Williams reported he and Bill Ferguson attended the recent LCOG meeting and explained that due to the current establishment of a Metropolitan Planning Organization there will be a transition period concerning funding. He stated that any project funded now will continue to be funded through the assigned revenue source which is LCOG. Mr. Williams said there will be a formal presentation explaining the process in January and he will report back at that time. He also reported there is a plan to rework the proposed changes in the Windmill Harbor entrance because the SCDOT discovered that with the proposed plan, a bridge would be needed which increased the cost to \$6 million as opposed to the \$1.5 million budgeted. He said there is a request from the County to modify the project and there could be approval by LCOG by the end of January. Mr. Williams said they hope to complete the project next year.

Mr. Harkins suggested caution concerning the flyover project. He noted the low bid came in much higher than the allocated funds and he expressed concerns with the overall project.

b. Report of the Intergovernmental Relations Committee – George Williams, Chairman

No report.

c. Report of the Personnel Committee – Lee Edwards, Chairman

Mrs. Likins stated the Committee continues to interviews to replace vacancies on various Boards/Committees/Commissions and they hope to have recommendations in the near future.

d. Report of the Planning & Development Standards Committee –Bill Ferguson, Chairman

No report.

e. Report of the Public Facilities Committee – Kim Likins, Chairman

Mrs. Likins stated the Committee met earlier in the day and approved several items along with denying a recommendation to take over ownership of part of Main Street. She explained funding was the primary reason and the Committee felt there should a road acquisition criteria established and staff will be bringing forward a proposed policy.

f. Report of the Public Safety Committee – Bill Harkins, Chairman

Mr. Harkins reported the Committee met recently and reviewed the license identification program and there was discussion concerning low bonds for career criminals.

g. Report of the LMO Rewrite Committee – Kim Likins, Ex-Officio Member

Mrs. Likins reported the Committee has met twice in the past seven days with favorable community support. Items of discussion were height limitations and the POA's authority in common areas of the Planned Unit Developments. Both items will be reviewed by the Committee and Consultant. She said the first initial draft from the consultant should be forthcoming in the next two weeks.

h. Report of the Economic Development Committee – Bill Harkins, Town Council Liaison
No report.

9) Appearance by Citizens

None.

10) Unfinished Business

None.

11) New Business

a. Consideration of a Recommendation – Alternative Analysis of a Standalone Aquatics Facility

Consideration of a Recommendation that the Town Council of the Town of Hilton Head Island review the findings and recommendations provided in the Alternative Analysis prepared by Lee & Parker Architects and The FWA Group, regarding the location of the proposed standalone Aquatics Facility, and use the recommendations when discussing the project for potential inclusion in the Capital Improvements Program budget.

Mr. Heitzke moved to approve. Mr. Williams seconded. Mr. Parker and Mr. Taylor conducted a power point presentation and reviewed the recommendation in detail. After a question and answer period, the motion was approved by a vote of 6-0.

b. First Reading of Proposed Ordinance 2012-37

First Reading of Proposed Ordinance 2012-37 to amend Chapter 1 (Business and Professional Licensing) of Title 10 (Business and Professional Licensing; Franchising and Regulations) of the Municipal Code of the Town of Hilton Head Island, South Carolina by amending Section 10-1-190 Classification Rates, Schedules; and provide for severability and an effective date.

Mr. Heitzke moved to approve. Mr. Williams seconded. The motion was approved by a vote of 6-0.

c. Consideration of a Recommendation of early release of 2013 ATAX grant for the Arts Center of Coastal Carolina

Consideration of a Recommendation that Town Council authorize the immediate release of the ATAX funds in the amount \$346,678 previously awarded to the Arts Center of Coastal Carolina for their use in calendar year 2013; and simultaneously direct the Town Manager to develop an RFP for a review of the performing arts on the Island, and to work with the Arts Center Staff and Board to identify additional budgetary savings in the current fiscal year and beyond.

Mr. Heitzke moved to approve. Mr. Ferguson seconded. Mr. Fred Beard expressed his gratitude to Town Council for considering the item. He stated he is pleased to support and RFP for the performing arts review on Hilton Head Island and the they plan to participate fully and actively as requested. He said they will make available any materials needed. Mr. Harkins expressed his support of the review. Mrs. Likins added she would like all of the performing arts organizations included in the study and hopes to be able to see some type of performing arts organization business model that is

successful for our community and other places. She added she would like to see what facility maintenance is going to ultimately cost versus operating costs. Mrs. Likins also wanted clarification that the costs assessment of organizations receiving public support would be organizations outside of the community as none within the community receive public support. Mr. Robert Lee and Mr. Jack Morris spoke in support of the Arts Center and the proposed review. Mayor Laughlin said that he considers arts to be a critical component of a successful future for this community. He said it was less surprising to him that we find ourselves where we are now than it is that it has taken so long and that they have soldiered on as long as they have under the existing conditions. He expressed hopes of solving the problem. The motion was approved by a vote of 6-0.

12) Executive Session

Mr. DeLoach stated he needed an executive session to hear legal advice for the Republic Franchise Agreement and to discuss appointments to the Parks and Recreation Commission and the Beaufort-Jasper Water and Sewer Authority. He noted they would not be discussing Land Acquisition.

At 5:30 p.m. Mr. Williams moved to go into Executive Session for the reasons given by the Assistant Town Manager. Mr. Ferguson seconded. The motion was approved by a vote of 6-0.

Mayor Laughlin called the meeting back to order at 6:12 p.m. and asked if there was any business to take up as a result of executive session.

Mrs. Likins moved to appoint Mr. Fred Lowery to the parks and Recreations Commission. Mr. Williams seconded. The motion was approved by a vote of 5-0. Mr. Heitzke did not return to the dais after Executive Session.

13) Adjournment

Mr. Williams moved to adjourn. Mrs. Likins seconded. The meeting was adjourned at 6:13 p.m.

Victoria L. Pfannenschmidt
Executive Assistant

Approved:

Drew A. Laughlin, Mayor



Items of Interest

November 20, 2012

1. Town News

A contingent of SC Task Force 1 was deployed early Sunday, October 28, 2012 to Maryland in preparation for Hurricane Sandy. Two members of Fire & Rescue (Lt. Jason Walters & FAO Jeff Weber) were on the deployment. They began operations in Berlin, MD. Their primary mission was to rescue individuals trapped by water. During the deployment they rescued or extracted 29 individuals (including 2 National Guard Troops) trapped by water. Lt. Walters served as the Operations Chief for the deployment. Their deployment has since ended and they have returned home.

FF Nick Pfeifer was deployed on November 2nd, 2012 as a part of the SC Disaster Medical Assistance Team (DMAT) to New York City. The SC DMAT's assignment is to establish mobile medical facilities in which FF Pfeifer will function as an EMT Basic. FF Pfeifer's deployment is expected to end on November 15th, 2012.

(Contact: Lavarn Lucas, Fire Chief, 682-5153)

A public meeting is scheduled for Wednesday, November 28th at 5:00 p.m. in Council Chambers at Town Hall for the proposed new signalized intersection project at William Hilton Parkway, Leamington, and the Fresh Market Shoppes. Preliminary plans prepared by DRMP, Inc. will be presented by Town's engineering staff. The project includes a new signalized intersection at William Hilton Parkway and Leamington, with a new roadway segment on Town property across from Leamington that shall connect to the adjacent Fresh Market Shoppes and Hargray developments. The project also includes closing the adjacent median crossings of William Hilton Parkway at the Fresh Market Shoppes and Hargray developments. Pathway facilities will be connected and signalized at the new intersection. The priorities of the project are to enhance the roadway's operational efficiencies and safety and to aid in emergency response. In addition to benefitting the approximately 40,000 motorists which travel through the area daily, residents of the Leamington Community, visitors to the Fresh Market Shoppes, and Hargray offices will directly benefit as they will be able to take a left turn onto William Hilton Parkway at a signalized intersection. The project is currently in the design, permitting, and land acquisition phase. Funding for construction is available in FY13 and is expected to be committed; with the anticipation that construction will begin on the project by September 2013.

(Contact: Jennifer Lyle, Assistant Town Engineer, phone 341-4779)

The Town Council Annual Workshop will be conducted from Thursday, November 29, 2012, through Saturday, December 1, 2012, in Beaufort, SC.

(Contact: Greg DeLoach, Assistant Town Manager, phone 341-4634)

Charles Cousins and Shawn Colin have both successfully completed the 2012 Community and Economic Development Program offered by the South Carolina Economic Development Institute. The Institute is South Carolina’s leading economic development education program for individuals that support economic development activities in their communities. Each has earned a professional development certification in economic development from the South Carolina Economic Developers’ Association and the South Carolina Department of Commerce.

(Contact: Charles Cousins, Director of Community Development, phone 341-4692)

2. Noteworthy Events

a) Some of the upcoming meetings at Town Hall:

- Planning Commission – November 21, 2012, 3:00 p.m.
- Thanksgiving Observance – Thursday and Friday, November 22 & 23, 2012 – Town Hall Closed
- Design Review Board – November 27, 2012, 1:15 p.m.
- Construction Board of Adjustments & Appeals – November 27, 2012, 5:30 p.m.
- Accommodations Tax Advisory Committee – November 28, 2012, 9:00 a.m.
- Planning & Development Standards Committee – November 28, 2012, 4:00 p.m.
- Public Meeting for the proposed new signalized intersection project at William Hilton Parkway, Leamington, and the Fresh Market Shoppes – November 28, 2012, 5:00 p.m.
- Public Safety Committee – December 3, 10:00 a.m.
- Public Projects & Facilities Committee – December 4, 2012, 2:00 p.m.
- Town Council – December 4, 2012 – 4:00 p.m.

(Meetings subject to change and/or cancellation. Please visit the Town of Hilton Head Island website at www.hiltonheadislandsc.gov for meeting agendas

2012 Hilton Head Island Events

Thursday, November 22, 2012 9:00am-11:00am	HHI Turkey Trot 5K & 10K Island Recreation Association	Hilton Head Plantation
Saturday, November 24, 2012 3:30pm-5:30pm	HHI Tree Lighting	Arts Center of Coastal Carolina Parking Lot



OVERHEAD TO UNDERGROUND CONVERSIONS PROJECT 10-2012

The following is an Overhead to Underground Power Line Conversion update:

The project is approximately 8 ½ years into our 15 year project. The funds collected versus funds spent (includes locates, boring, easements, and sub-contractors i.e. Electricians) are right on track for expenses projected versus expenses spent to date.

Overall we have completed numerous projects through out the island as easements collected allowed us to proceed rapidly and efficiently. This past year we built-up “the kitty” a little bit so we could concentrate on a major section of Highway 278 and William Hilton Parkway. This section goes from Palmetto Dunes entrance bridge to Chaplin Park. The Highway 278 conversion is now complete from the bridge at Windmill Harbour to Shelter Cove and Palmetto Dunes entrances, except for one small section across from Chaplin park which will require a SCDOT permit for boring under William Hilton Parkway.

We also concentrated our efforts on a large portion of Squire Pope Road, and as soon as our sub-contractor, Sumter Utilities, returns from the North East performing storm damage, we will be remove the power lines and poles from this area. Palmetto Electric has numerous poles available to the public located at the yard off of Matthews Drive. A signature is required as well as a means to remove any poles. We will concentrate on the rest of Squire Pope Road, Muddy Creek and Bryant Road areas in 2013.

Power Line burial update: (as of 11/01/2012)

MAJOR PROJECTS COMPLETED SINCE INCEPTION

North Forest Beach
Pope Avenue
Sea Pines
Point Comfort/ Sea Olive
Matthews Drive
Folly Field Road
Palmetto Bay Road
Arrow Road
Port Royal Plantation
Namon Road/ Simmons Road
Beach City Road Feeder – (100% complete)

CURRENT PROJECTS 2011-2012

Marshland Road – 65% completed (Namon Road 100% complete)
US 278 from Chaplin Park to Palmetto Dunes entrance
Squire Pope Road from Hilton Head Plantation rear gate to Blazing Star Lane
Spanish Wells road feeder/ Marsh Bore – Delayed for new SCDOT bridge
Muddy Creek Road/ Bryant Road – collecting easements (To start 01/2013)
Ola Sunday Trailer Park – collecting easements
Barnwell Property & Mobile Home Park/ Squire Pope Rd.(Completed)
Otter Hole Trailer Park – postponed due to lack of easements

UPCOMING/FUTURE PROJECTS 2012-2013

Palmetto Bay road – Dan-Car bldgs. and Bridge Shops (to be completed 1/2013)
Muddy Creek Road/Bryant Road (To start 01/2013)
Spanish Wells Road Marsh Bore- Delayed due to SCDOT new bridge
Squire Pope Road from Blazing Star Lane to HWY 278

Marc L. Torin
Special Projects Inspector
Community Development Department
Town of Hilton Head Island
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MEMORANDUM

TO: Town Council

FROM: Stephen G. Riley, ICMA-CM, Town Manager

VIA: Susan M. Simmons, CPA, Director of Finance

DATE: November 8, 2012

RE: **Second Reading of Proposed Ordinance No. 2012-37
Business licenses for insurance companies and non-admitted insurance
brokers**

There have been no changes since the 1st reading.

AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND

ORDINANCE NO.

PROPOSED ORDINANCE NO. 2012-37

AN ORDINANCE TO AMEND CHAPTER 1 (BUSINESS AND PROFESSIONAL LICENSING) OF TITLE 10 (BUSINESS AND PROFESSIONAL LICENSING; FRANCHISING AND REGULATIONS) OF THE MUNICIPAL CODE OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA BY AMENDING SECTION 10-1-190 CLASSIFICATION RATES, SCHEDULES; AND PROVIDE FOR SEVERABILITY AND AN EFFECTIVE DATE.

WHEREAS, the South Carolina General Assembly, in order to ensure consistency with the federal Non-admitted and Reinsurance Reform Act of 2010 ("NRRA"), ratified an act (Rat # 283) on June 28, 2012, amending S. C. Code §§ 38-7-160 and 38-45-10 through 38-45-195; and

WHEREAS, the act establishes a blended broker's premium tax rate of 6 percent comprised of a 4 percent state broker's premium tax and a 2 percent municipal broker's premium tax; and

WHEREAS, the act states a municipality may not impose on brokers of non-admitted insurance in South Carolina an additional license fee or tax based upon a percentage of premiums; and

WHEREAS, the act authorizes the Municipal Association of South Carolina to act as the municipal agent for purposes of distributing to municipalities the municipal brokers tax collected by the South Carolina Department of Insurance; and

WHEREAS, it is necessary to amend the Business License Ordinance to conform to the State law as amended;

NOW, THEREFORE, BE IT ORDERED AND ORDAINED BY THE TOWN COUNCIL OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA; AND IT IS ORDAINED BY THE AUTHORITY OF THE SAID TOWN COUNCIL:

NOTE: Underlined and bold-faced typed portions indicate additions to the Municipal Code. ~~Stricken~~ portions indicate deletions to the Municipal Code.

Section 1 Amendment. That Title 10 (BUSINESS AND PROFESSIONAL LICENSING; FRANCHISING AND REGULATIONS) is hereby amended for insurance companies as follows:

Section 10-1-190. Classification rates, schedules.

SIC

63

Insurance Companies:

~~Except as to fire insurance, "gross premiums" means gross premiums collected (1) on policies on property or risks located in the town, and (2) on policies, wherever the insured property or risk is located, that are sold,~~

~~solicited, negotiated, taken, transmitted, received, delivered, applied for, produced or serviced by the insurance company's office located in the town or by the insurance company's employee doing business within the town or by the office of the insurance company's licensed or appointed producer (agent) located in the town or by the insurance company's licensed or appointed producer (agent) doing business within the town. As to fire insurance, "gross premiums" means gross premiums (1) collected in the town, and/or (2) realized from risks located within the limited of the town.~~

~~Gross premiums shall include new and renewal business without deductions for any dividend, credit, return premiums, or deposit.~~

~~Solicitation for insurance, receiving or transmitting an application or policy, examination of a risk, collection or transmitting of a premium, adjusting a claim, delivering a benefit, or doing any act in connection with a policy or claim shall constitute doing business within the town whether or not an office is maintained therein. A premium collected on property or a risk located within the town shall be deemed to have been collected within the town. Declining rates shall not apply.~~

Except as to fire insurance, "gross premiums" means gross premiums written for policies for property or a risk located within the municipality. In addition, "gross premiums" shall include premiums written for policies that are sold, solicited, negotiated, taken, transmitted, received, delivered, applied for, produced or serviced by (1) the insurance company's office located in the municipality, (2) the insurance company's employee conducting business within the municipality, or (3) the office of the insurance company's licensed or appointed producer (agent) conducting business within the municipality, regardless of where the property or risk is located, provided no tax has been paid to another municipality in which the property or risk is located based on the same premium.

Solicitation for insurance, receiving or transmitting an application or policy, examination of a risk, collection or transmitting of a premium, adjusting a claim, delivering a benefit, or doing any act in connection with a policy or claim shall constitute conducting business within the municipality, regardless of whether or not an office is maintained in the municipality.

As to fire insurance, "gross premiums" means gross premiums (1) collected in the municipality, and/or (2) realized from risks located within the limits of the municipality.

Gross premiums shall include all business conducted in the prior calendar year.

Gross premiums shall include new and renewal business without deductions for any dividend, credit, return premiums or deposit.

Declining rates shall not apply.

		<u>Rates</u>
631-632	Life, Health and Accident	0.75% of Gross Premiums
633-635	Fire and Casualty	2% of Gross Premiums
636	Title Insurance	2% of Gross Premiums
6411	Brokers for fire and casualty insurers—Nonadmitted: As to brokers for non-admitted fire and casualty insurers, "gross premiums" means gross premiums collected by or for fire and casualty insurers not licensed in South Carolina (1) on policies on property or risks located in the town and/or (2) on policies, wherever the insured property or risk is located, that are sold, solicited, negotiated, taken, transmitted, received, delivered, applied for, produced or serviced by a broker located in or doing business within the town. Brokers shall provide, with their payment of the tax, a copy of the report required by the state department of insurance showing the locations of the property or risks insured.	2% of Gross Premiums
	(Premiums for non-admitted businesses are not included in broker's gross commissions for other businesses. Declining rates shall not apply.)	

Notwithstanding any other provision of this ordinance, license taxes for insurance companies ~~and brokers for non-admitted fire and casualty insurers~~ shall be payable on or before May 31 in each year without penalty. The penalty for delinquent payments shall be five (5) percent of the tax due per month, or portion thereof, after the due date until paid.

Any exemptions in the business license ordinance for income from business in interstate commerce are hereby repealed. Gross income from interstate commerce shall be included in the gross income for every business subject to a business license tax.

~~The agreement with the Municipal Association of South Carolina, pursuant to S.C. Code § 5-7-300, for collection of current and delinquent license taxes from insurance companies and brokers for non-admitted fire and casualty insurers shall continue in effect.~~ **Pursuant to S.C. Code Ann. §§ 38-45-10 and 38-45-60, the Municipal Association of South Carolina is designated the municipal agent for purposes of administration of the municipal broker's premium tax. The agreement with the Association for administration and collection of current and delinquent license taxes from insurance companies as authorized by S.C. Code § 5-7-300 and administration of the municipal broker's premium tax is approved, and the Town Manager is authorized to execute it.**

ORDINANCE NO.

PROPOSED ORDINANCE NO. 2012-37

Section 2 Severability. If any section, phrase, sentence, or portion of this Ordinance is for any reason held invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct, and independent provision, and such holding shall not affect the validity of the remaining portions thereof.

Section 3 Effective Date. This Ordinance shall be effective upon its enactment by the Town Council of the Town of Hilton Head Island on this _____ day of _____, 2012.

PASSED, APPROVED, AND ADOPTED BY THE COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA ON THIS ____ DAY OF _____, 2012.

Drew A. Laughlin, Mayor

ATTEST:

Vicki Pfannenschmidt, Town Clerk

First Reading: _____

Second Reading: _____

APPROVED AS TO FORM:

Gregory M. Alford, Town Attorney

Introduced by Council Member:



TOWN OF HILTON HEAD ISLAND

Community Development Department

TO: Stephen G. Riley, ICMA-CM, *Town Manager*
VIA: Charles Cousins, AICP, *Director of Community Development*
VIA: Shawn Colin, AICP, *Comprehensive Planning Manager*
FROM: Jayme Lopko, AICP, *Senior Planner*
DATE: November 8, 2012
SUBJECT: Honey Horn Master Plan Update

Recommendation: Staff recommends that Town Council approve updates to the Honey Horn Master Plan and amendments to the Agreement and Lease between the Town and Coastal Discovery Museum.

The Public Facilities Committee met on November 7, 2012 and unanimously recommended approval of the updates to the Honey Horn Master Plan and amendments to the Agreement and Lease between the Town and Coastal Discovery Museum.

Summary: The approved Honey Horn Master Plan needs to be amended to reflect additional uses proposed for the Honey Horn property. In addition, some uses identified in the existing Master Plan that are very specific have been modified to provide for a more broad application.

The original Agreement and Lease executed on January 29, 2002 made specific citations to the Master Plan. When the Master Plan was updated in 2009 these citations and other information were not updated and are no longer valid. To correct these issues, an amendment has been prepared to bring the information up to date.

Background: The original Agreement and Lease for the Honey Horn property was executed on January 29, 2002. Attached to the lease was the first Master Plan for the property. The Master Plan has been implemented over time and as the proposed use of the property has changed and expanded the Master Plan has been reviewed and revisions proposed. An update to the Master Plan was approved by Town Council on May 19, 2009. In order to continue to give the Coastal Discovery Museum a broad scope of uses for the property, the Master Plan has been modified to make the description of uses broad and open.

Attachments:

Attachment A: Resolution
Attachment B: Amendments
Attachment C: Master Plan
Attachment D: Site Plan

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, APPROVING UPDATES TO THE HONEY HORN MASTER PLAN ON BEHALF OF THE COASTAL DISCOVERY MUSEUM, AND AUTHORIZING THE EXECUTION AND DELIVERY OF AN AMENDMENT TO THE AGREEMENT BETWEEN THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, AND THE COASTAL DISCOVERY MUSEUM, AND THE LEASE OF HONEY HORN BY AND BETWEEN THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, AND THE COASTAL DISCOVERY MUSEUM, DATED JANUARY 29, 2002.

WHEREAS, on January 29, 2002, the Town of Hilton Head Island, South Carolina (the “Town”) adopted a resolution which entered into an Agreement (“Agreement”) with the Coastal Discovery Museum (the “Museum”), regarding a Lease of the Honey Horn property which is owned by the Town of Hilton Head Island, South Carolina; and

WHEREAS, on January 29, 2002, the Town and the Museum entered into a “Lease of Honey Horn By and Between the Town of Hilton Head Island, South Carolina, and the Coastal Discovery Museum” (“Lease”), memorializing certain provisions within the Agreement; and

WHEREAS, the Museum is located at 70 Honey Horn Drive and further identified by Beaufort County as parcel 112, on tax map 7; and

WHEREAS, the subject property is zoned PR, Parks and Recreation District; and

WHEREAS, the Town has determined that it is in the best interests of the Town to provide for the preservation of Honey Horn, and for the utilization of Honey Horn as a site for a museum and other historical, artistic, social, and cultural activities; and

WHEREAS, all development shall meet all Town requirements, including but not limited to the Land Management Ordinance; and

WHEREAS, the attached update to the Master Plan includes information regarding the use of the land and structures; and

WHEREAS, on November 7, 2012, the Public Facilities Committee unanimously recommended approval of the updates to the Honey Horn Master Plan on behalf of the Museum; and

WHEREAS, the Museum has requested an Amendment to the Agreement and Lease, to amend the Honey Horn Master Plan referenced within the Agreement and Lease; and

WHEREAS, the Town Council of the Town is authorized to enter into leases of town owned land under the authority of S.C. Code Ann. Section 5-7-40 (Supp. 2010), and Section 2-3-30 and Section 2-7-20, *Code of The Town of Hilton Head Island, South Carolina* (1983, as amended); and

WHEREAS, the Town Council of the Town has determined that it is in the best interests of the Town to authorize the execution and delivery of the proposed Amendment to Agreement and Lease of Honey Horn, which proposed Amendment is attached hereto as Exhibit "A".

NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA:

1. The Town Council of The Town of Hilton Head Island, South Carolina, approves the updates to the Honey Horn Master Plan on behalf of the Coastal Discovery Museum and all attachments.
2. The Mayor and Town Manager are hereby authorized to negotiate and to execute the "Amendment to Agreement and Lease of Honey Horn" by and between the Town of Hilton Head Island, South Carolina, and Coastal Discovery Museum, a copy of which is attached hereto as Exhibit "A".

3. The Mayor and Town Manager are hereby authorized to take such other and further action as may be necessary to complete the obligations of The Town of Hilton Head Island, South Carolina, as described in the “Amendment to Agreement and Lease of Honey Horn” to be executed by them, which is authorized hereby.

PASSED AND APPROVED BY THE TOWN COUNCIL THIS _____ DAY OF _____, 2012.

Drew A. Laughlin, Mayor

ATTEST:

Victoria L. Pfannenschmidt, Acting Town Clerk

APPROVED AS TO FORM:

Gregory M. Alford, Town Attorney

Introduced by Council Member:

AMENDMENT TO AGREEMENT AND LEASE OF HONEY HORN

BY AND BETWEEN

THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA

AND

COASTAL DISCOVERY MUSEUM

DATED: _____

STATE OF SOUTH CAROLINA)
) **AMENDMENT TO AGREEMENT**
COUNTY OF BEAUFORT) **AND LEASE OF HONEY HORN**

This Amendment to Agreement and Lease of Honey Horn is made by and between The Town of Hilton Head Island, South Carolina, One Town Center Court, Hilton Head Island, South Carolina 29928 (hereinafter, the “Town”), and the Coastal Discovery Museum, with a mailing address of Post Office Box 23947, Hilton Head Island, South Carolina 29925 (hereinafter, the “Museum”), on this _____ day of _____, 2012.

R E C I T A L S

WHEREAS, heretofore, on January 29, 2002, the Town adopted a resolution which entered into an Agreement (“Agreement”) with the Museum regarding a Lease of the Honey Horn property, which is owned by the Town; and

WHEREAS, on January 29, 2002, the Town and the Museum entered into a “Lease of Honey Horn By and Between the Town of Hilton Head Island, South Carolina, and the Coastal Discovery Museum” (“Lease”), memorializing certain provisions within the Agreement; and

WHEREAS, the Museum has requested an Amendment to the Agreement and Lease to amend the Master Plan referenced in the Agreement and Lease; and

WHEREAS, The Town Council for the Town has determined that the proposed Amendment to the Agreement and Lease is in the best interests of the citizens, residents and visitors on Hilton Head Island; and

WHEREAS, The Town Council of the Town is authorized to enter into leases of Town owned land under the authority of S.C. Code Ann. Section 5-7-40 (Supp. 2010), and Section 2-3-30 and Section 2-7-20, *Code of The Town of Hilton Head Island, South Carolina* (1983, as

amended).

NOW, THEREFORE, for an in consideration of One and 00/100 Dollar (\$1.00), and the full and faithful performance of the obligations, conditions and covenants contained in the Agreement and Lease, as amended hereby, the receipt and sufficiency of which are acknowledged by the Parties hereto, the Town and the Museum agree as follows:

1. Amendment to Agreement. Section 1.10 of the Agreement is deleted in its entirety, and is replaced with the following Amendment to Section 1.10 of the Agreement:

1.10 “*Master Plan*” shall mean the document entitled “Coastal Discovery Museum at Honey Horn, Executive Summary”, approved by the Town Council of October 16, 2001, and which may be amended, updated, or otherwise revised from time to time by submission of Coastal Discovery and approval of Town Council, a copy of which is attached hereto as Exhibit “B”.

2. Amendment to Agreement. Section 2.1 of the Agreement is deleted in its entirety, and is replaced with the following Amendment to Section 2.1 of the Agreement:

2.1 Master Plan: Coastal Discovery has developed the Master Plan for Honey Horn, entitled “Coastal Discovery Museum at Honey Horn, Executive Summary,” which was submitted and approved by the Town Council for the Town of Hilton Head Island, South Carolina, on October 16, 2001. The Master Plan may be amended, updated, or otherwise revised from time to time by submission of Coastal Discovery and approval of Town Council. A copy of the approved Master Plan is attached hereto as Exhibit “B”.

3. Amendment to Agreement. Exhibit “B” of the Agreement shall be replaced by the Master Plan attached hereto as Exhibit “A”.

4. Amendment to Lease. Section 3.1 of the Lease is deleted in its entirety, and is replaced with the following Amendment to Section 3.1 of the Lease:

3.1 Use: Coastal Discovery may use the Property for the purposes of a cultural and natural history museum and ancillary and related uses from time to time, in a manner consistent with the Business Plan entitled “Attendance and Financial projection for the Coastal Discovery Museum at Honey Horn” approved by the Town Council on October 16, 2001, and the “Coastal Discovery Museum at Honey Horn Executive Summary, Revised September 13, 2001” (hereinafter the “Master Plan”), as approved by the Town Council on October 16, 2001. The Business Plan and/or Master Plan may be amended, updated, or otherwise revised from time to time by submission of Coastal Discovery and approval of Town Council. A copy of the Master Plan is attached hereto as Exhibit “A”.

5. Amendment to Lease. Section 3.8 of the Lease is deleted in its entirety, and is replaced with the following Amendment to Section 3.8 of the Lease:

3.8 Demolition of Certain Structures: Coastal Discovery may demolish certain of the structures on the Property that are dilapidated or otherwise unsuitable for use by Coastal Discovery; provided, however, that under no circumstances may Coastal Discovery demolish the Main House, Armstrong/Billie Hack House,(Administrative Offices), Horse Barn, or Hay Barn which are shown on the Master Plan approved by the Town Council on October 16, 2001, and attached to the original Lease as Exhibit “A”.

6. Amendment to Lease. The contact name for the Town as located in Section 8.1 of the Lease shall be amended as follows:

Stephen G. Riley, ICMA-CM

7. Amendment to Lease. Exhibit "A" of the Lease shall be replaced by the Master Plan attached hereto as Exhibit "A".

8. No Other Changes. Unless expressly amended by this Amendment to Agreement and Lease of Honey Horn, all other terms and conditions of the Agreement and/or Lease remain unchanged and in full force.

In Witness whereof, the Parties hereto, by and through their duly authorized officers, have set their hands and seals as of this _____ day of _____, 2012.

WITNESSES:

**THE TOWN OF HILTON HEAD ISLAND,
SOUTH CAROLINA**

By: _____
Drew A. Laughlin, Mayor

Attest: _____
Stephen G. Riley, ICMA-CM
Town Manager

WITNESSES:

COASTAL DISCOVERY MUSEUM

By: _____

Attest: _____

STATE OF SOUTH CAROLINA)
)
COUNTY OF BEAUFORT) ACKNOWLEDGMENT

I, the undersigned Notary Public, do hereby certify that Drew A. Laughlin and Stephen G. Riley personally appeared before me this day and, in the presence of the two witnesses above named, acknowledged the due execution of the foregoing Amendment to Agreement and Lease of Honey Horn on behalf of The Town of Hilton Head Island, South Carolina.

Witness my hand and seal this _____ day of _____, 2012.

_____(SEAL)
Notary Public for _____
My Commission expires: _____

STATE OF SOUTH CAROLINA)
)
COUNTY OF BEAUFORT) ACKNOWLEDGMENT

I, the undersigned Notary Public, do hereby certify that _____ and _____ personally appeared before me this day and, in the presence of the two witnesses above named, acknowledged the due execution of the foregoing Amendment to Agreement and Lease of Honey Horn on behalf of Coastal Discovery Museum.

Witness my hand and seal this _____ day of _____, 2012.

_____(SEAL)
Notary Public for _____
My Commission expires: _____

The Coastal Discovery Museum at Honey Horn

Legend of Uses for Property

June 2012

Phase One

Uses of Existing and New Structures (All Items Have Been Completed)

Discovery House -

This structure houses the welcome desk, permanent exhibits, temporary exhibits, the Museum Gift Shop, a children's learning space, a community meeting room, a kitchen, public restrooms, staff offices, and storage. The terrace is used for staging of guided tours of the property as well as a general seating area for visitors, and special events/private functions.

Butterfly Enclosure -

The butterfly enclosure is a habitat for native Lowcountry butterflies. The enclosure consists of a variety of plants, trees, and bushes that sustain butterflies, a shell pathway, a workbench that displays butterflies in the caterpillar and chrysalis stages, and interpretive panels detailing the lifecycle, anatomy, and interesting facts. The structure is enclosed by screens on all walls and the roof.

Pavilion Restrooms -

This former gabled farm house is used as the primary restroom facility for the southern portion of the property including the Mary Ann Peeples Pavilion. The house includes restrooms, storage area, and a "prep" kitchen.

Mary Ann Peeples Pavilion -

This open air structure is utilized for special events, educational programming, and visitor picnics. Located adjacent to the Pavilion is an oyster roasting pit and a barbecue pit.

Educational Boardwalks -

Three educational boardwalks of varying lengths, one with a floating dock, have been installed along the Jarvis Creek salt marshes bordering the western and southern property lines. Each boardwalk has a specific theme with interpretive panels describing the flora and fauna of the marsh as well as the cultural influences of life on the marsh. The boardwalks are also equipped with viewing scopes. Programming activities include shrimping, crabbing, phytoplankton monitoring, salt marsh tours, birding and oyster bed development.

Phase One (cont.)

Education/Interpretive Items (All Items Have Been Completed unless otherwise noted)

- Around the Horn Trail*** - The “*Around the Horn*” walking trail has been installed throughout the property. This 0.9 mile shell pathway with directional signage leads the visitor to all of the Museum’s property improvements. **(90% complete)**
- Interpretive Panels*** - Interpretive Panels have been installed throughout the property, mostly along the *Around the Horn* walking trail. These panels provide educational information on the flora, fauna, and history of the Lowcountry.
- Osprey Nesting Platform*** - A thirty-five foot (35) Osprey Nesting Platform has been installed on the western edge of the salt marsh adjacent to the Discovery House. This platform is equipped with a camera (live audio and video) linked to a video monitor inside the Discovery House.
- Carnivorous Plant Garden*** - Located just south of the Butterfly Enclosure, this carnivorous plant bog garden is planted in the hull of an old boat once owned by the Hack Family.
- Rain Garden Plot***- The Rain Garden is located on the north side of the Supervisor’s House. This 150 square foot area includes an interpretive panel that discusses benefits of a rain garden. The garden is irrigated by a rain barrel connected to the Supervisor’s House.
- Heritage Garden*** - The garden covers 1/3 acre and features plants and vegetables typically found here. Each plant is labeled. Plants include cotton, rice, indigo, deer’s tongue, palm trees, citrus trees, sweet grass, and common seasonal vegetables: potatoes, corn, collards, beans, etc.
- Honey Horn Bee Hives*** - Located southwest of the Pavilion Restrooms building, off the *Around the Horn Trail*, the bee hives produce Honey Horn Honey, which is sold in the Museum Gift Shop.
- Camellia Garden*** - The Camellia Garden (116 varieties of camellias) is located just west of the cemetery and on both sides of the *Around the Horn Trail* in that area. This Garden includes a wide range of Camellia varieties with plant labels and an interpretive panel.
- Replica Shell Ring***- Located east of the cemetery, this space resembles an archaic shell ring typically found in the region. The shell ring is built with materials excavated from Hilton Head Island. An interpretive panel details the history of Native Americans in the Lowcountry, their customs, tools, and traditions.

Phase Two

Existing Buildings and Miscellaneous Infrastructure (All items completed unless otherwise noted)

- Supervisor's House -*** Located due south of the Discovery House, the oldest component of the Supervisor's House has been stabilized and raised above the flood plain. This structure will be utilized as a dedicated classroom building. **(Architectural design work underway, June 2012)**
- Armstrong Hack House -*** This building was renovated in 2011 and currently houses the Museum Staff. The structure includes a research library, a kitchen, and a small conference room.
- Carriage House -*** This structure was taken down in 2010 due to extensive deterioration. Detailed drawings and reusable components have been saved and stored. Plans call for this building to be re-built at a later date when funding is secured. It will be moved forward from the original site. The first floor will be used to store old farm equipment and a carriage similar to the ones used during the hunting days at Honey Horn. The second floor will display natural history objects and historic artifacts.
- Storage Shed -*** This building will be renovated and used to store tables and chairs for the Pavilion. **(June 2013)**
- Horse Barn -*** Renovation including two adjacent paddocks is completed. Currently, the barn is used to stable Marsh Tacky horses.
- Hay Barn -*** The Hay Barn renovation is completed and serves as storage space for Museum archeological artifacts and special event supplies such as temporary fencing, rebar, rope, etc.
- Pole Barn -*** The Museum has no plans for this structure other than to leave as is.
- Field Irrigation-*** The open field on the southern end of property has an in ground irrigation system with water supplied by the well on the property that provides approximately 5 acres of irrigation coverage.
- Horse Pasture and Fence-*** A traditional boarded fence encloses a 3.8 acre pasture used by the Marsh Tacky Horses.

Future Educational/Interpretive Items

Outdoor Discovery Classroom-

The Outdoor Discovery Classroom will be located south of the Supervisor's House near the marsh. This site will include a raised seating area (mounded earth), a small presentation stage, a mosaic backdrop with the Hilton Head Island map image, and two whimsical bronze birds designed by Walter Palmer. Seating capacity will be about 30 people. **(In early design phase, May 2012)**

Dragonfly Pond -

The Dragonfly Pond will be located on the site of the old Carriage House. This demonstration area will include a fresh water pond about 3-4 feet deep providing for a habitat for dragon flies, frogs, salamanders and other amphibians.

Around the Horn Trail -

The Museum will at some point in the future extend the *Around the Horn Trail* system through the eastern and northern perimeter of the property. At this time the location has yet to be determined.

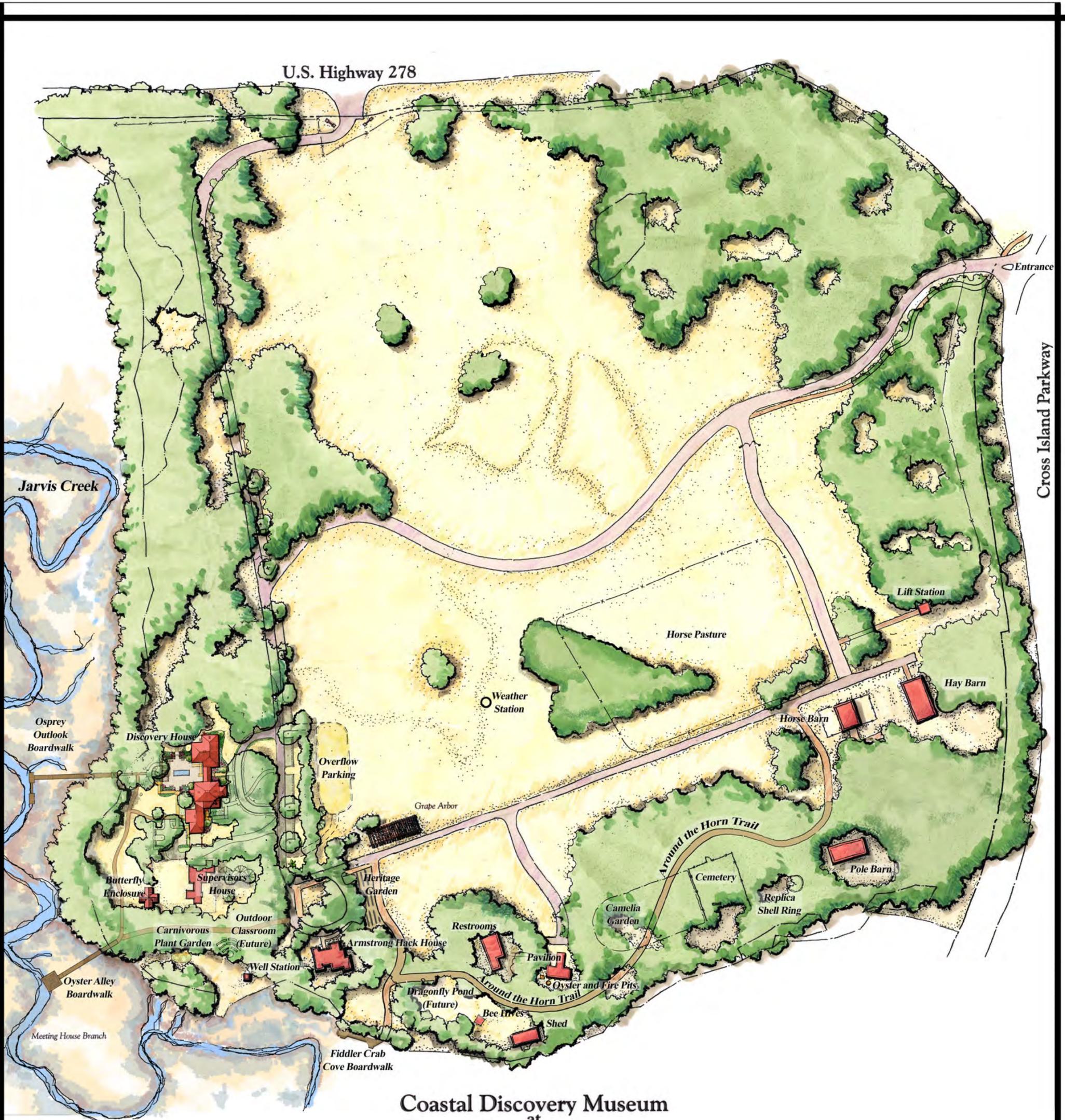
Other Future Development Items

Highway 278 Entrance -

With the support of Town funding, the Museum would like to construct an improved "right in, right out" entrance along the northern edge of the property off William Hilton Parkway. This entrance could utilize the current roadway cut and turn back to the west and follow the old Spanish Wells Road. Other than resurfacing, no improvements are proposed to Old Spanish Wells Road (it is to remain wide enough to accommodate only one-way traffic). A vehicle turn-around is to be constructed outside the entry gate at this location and egress drive improvements to better accommodate exiting special event traffic is planned. **(Some preliminary studies have been done from 2010 to present)**

Bicycle Pathway Access -

With the support of Town funding, the Museum would like to install a bicycle pathway onto the Honey Horn property. **(Planning/Design Underway, June 2012)**

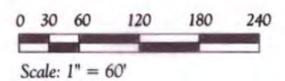


**Coastal Discovery Museum
at
Honey Horn**

Hilton Head Island, South Carolina
Prepared for

Coastal Discovery Museum

Master Plan
September, 2012



Memo



To: Town Council
Via: Stephen Riley, Town Manager
From: Public Facilities Committee
Subject: Process for Amending PUD Storm Water Agreements to include the Acquisition of Additional Systems
Date: November 8, 2012

Recommendation:

The Public Facilities Committee recommends Town Council approve a policy for the acquisition of certain storm drainage easements that qualify for public service, are privately owned, and lie within the limits of a Planned Unit Development (PUD) or Property Owner's Association (PUD / POA) that shares a storm drainage maintenance and access agreement with the Town.

Summary:

Over the past few years the Town has entered into agreements for access and drainage maintenance with several of the major Planned Unit Developments (Shipyards, Port Royal, Hilton Head Plantation, Indigo Run, Palmetto Dunes, Leamington, Wexford and Sea Pines). Within some of these PUDs, there exist storm drainage infrastructure systems that lie within property or easements where the PUD has no rights to maintain this infrastructure. If the owners of qualifying systems wish to have the Town maintain them, this policy shall serve as the guide for them to dedicate the required easement(s) to the PUD and the PUD to then dedicate them to the Town. While this policy will likely increase the extents of the Town's responsibilities regarding storm water maintenance, no increase to the storm water utility fee is being recommended.

Background:

The Town has negotiated and executed drainage agreements with the master POA of each PUD where the Town maintains their drainage systems. Some smaller developments within the PUD have their own POA (Sub-POA) and have approached the Town wishing to dedicate maintenance of their drainage infrastructure. While the master PUD / POA may not hold sovereignty over these sub-POA regimes with respect to storm drainage access and maintenance rights, staff believes it is most prudent for these Sub-POA to dedicate such rights to the master PUD / POA with which the Town has an agreement. This will allow staff and the PUD to better manage the maintenance of these systems by funneling all easement and work request through the PUD and allowing the Town to deal directly with a single entity per PUD area.

The need or desire may also arise for owners of individual, single family parcels to dedicate easements necessary for storm drainage maintenance and construction by the Town. This policy will address those situations as well. The proposed policy as developed by Engineering staff and the Town Attorney's office is attached as Exhibit A.

When the storm water fee was last raised in 2010, staff projected the increased areas of responsibilities and the maintenance costs thereof. This was done on areal basis considering acquisition of PUD systems and these sub-POA systems were not discounted, thus the systems have been accounted for. There is no fee increase recommended with this policy, however the overall level of service with respect to time may be impacted due to the additional work it may entail. Without proper inventory data, we cannot accurately estimate the quantity of unknown systems that may lie on single family parcels, but this is not expected to be a significant impact. Considering the actual multi-family areas that may be dedicated and estimated maintenance costs per area, the potential impact could be roughly \$60,000 per year. Actual costs may vary greatly depending on the nature of the problems encountered.

EXHIBIT A

TOWN OF HILTON HEAD ISLAND

PROCESS FOR AMENDING PUD/POA STORM WATER AGREEMENTS TO INCLUDE THE ACQUISITION OF ADDITIONAL SYSTEMS

[10-26-12]

The following shall be the a process whereby a Sub-POA or individual property owner located within a Master PUD / POA, in which the PUD / POA is party to an existing agreement with the Town for maintenance of their storm drainage system, may dedicate its storm drainage systems to that Master PUD / POA for inclusion in the Town's storm drainage maintenance responsibilities.

Whereas the Town has previously entered into a drainage agreement and easement agreement (collectively, the "Agreements") with a Planned Unit Development (PUD) or Property Owner's Association (POA), and an individual property owner or a smaller POA or regime (Sub-POA) operating within the limits and covenants of the major PUD or POA desires for inclusion of its storm drainage system in the Town's storm drainage maintenance responsibilities per the terms of the Agreements, they shall abide by the following process:

- The individual property owner or Sub-POA shall enter into an easement agreement with the PUD / POA dedicating access and maintenance rights over its communal storm drainage systems to the PUD / POA and cause for such agreement to be recorded with the Office of the Register of Deeds for Beaufort County. The Town will provide a standard agreement template to the PUD / POA for this purpose.
- For the purposes of these agreements and qualification for storm water services by the Town, communal storm drainage systems shall be defined as those which convey storm water runoff: from a public road right of way, from a platted private road right of way within the PUD, from two or more parcels and through a multi-family development, or from an existing pond located on a parcel developed as residential multi-family. For the purposes of this policy, a pond shall be defined as a body of standing water with a permanent pool of greater than 500 square feet, which accepts and conveys runoff from surrounding parcels. Storm drainage systems which only convey runoff from the parcels on which they lie are not eligible for service by the Town, except for those systems including the aforementioned ponds and that discharge from such ponds, which are located on a parcel developed as multi-family residential. The PUD / POA, individual property owner or Sub-POA may request that the Town verify the qualification of communal systems prior to the easement being recorded. The Town Engineer shall make the final determination of drainage patterns and

qualification. PUD systems which convey no runoff from road rights of way or residential zoned parcels and receive only runoff from commercial zoned parcels are not eligible for storm water service by the Town.

- The widths of the easements shall comply with minimum requirements of the Land Management Ordinance (LMO), Section 16-5-606. However, exceptions for existing conditions may be made at the sole discretion of the Town. Access to and connectivity of the systems must be provided.
- Once the individual property or Sub-POA easements are executed, the POA / PUD shall submit to the Town a written request to dedicate the newly acquired easements to the Town along with copies of the signed easements.
- The Town shall review the offer of dedication and accept those easements over communal systems which comply with the LMO easement standards.
- If accepted by the Town, the new easements shall be recorded by the individual property owner, Sub-POA, or PUD / POA, and the Town shall subsequently revise the easement exhibit which delineates the limits of the Town's maintenance responsibilities for the PUD / POA and cause for the Agreements to be amended and recorded with the Office of the Register of Deeds for Beaufort County as necessary.
- The Town is willing to accept offers of dedication at any time; however the master PUD/POA easement exhibit to the Agreements shall only be revised and recorded once per calendar year for all new systems accepted by December 31, and the actual services will not begin until July 1 of the following calendar year, as the Town must develop a budget for each fiscal year.
- If available, the Town requests the following documents be provided with the offer of dedication:
 - A list of known or perceived storm drainage deficiencies
 - Storm drainage plans or maps
 - Recorded Plats and/or Exhibits regarding access and drainage
 - Relevant Covenants regarding of access and drainage
 - Survey data or sealed construction drawings of any original development plans or infrastructure improvements.



MEMORANDUM

TO: Town Council
FROM: Stephen G. Riley, *Town Manager*
VIA: *Shawn Colin, AICP, Comprehensive Planning Manager*
CC: *Charles F. Cousins, AICP, Director*
DATE: November 13, 2012
SUBJECT: **Resolution to Accept Mayor's Citizens Committee on Economic Development Report and Associated Concepts and Recommendations**

Recommendation: Town Council adopt in principle, a Resolution to accept the report (attachment) and associated concepts and recommendations outlined by the Mayor's Citizen Committee on Economic Development to guide the implementation of economic development initiatives for the Town.

Summary: Attached is a Resolution that accepts the Mayor's Citizens Committee on Economic Development report and associated concepts and recommendations. The purpose of this Committee was to provide recommendations to key questions on the formation of an entity to provide economic development and redevelopment opportunities for the Island within 90 days from Committee inauguration. These concepts and recommendations were to be used as to guide the implementation of economic development initiatives for the Town. The Committee has completed its tasks and has submitted a final report to Town Council for consideration.

Background: Recent efforts including the rewrite of the Town's Comprehensive Plan, Mayor's Task Force Report, and presentations from Economic Development professionals from around South Carolina amplified the discussion to evaluate and assess the best approach the Town should take in pursuing economic and redevelopment opportunities. During the December 2011 Goal Setting workshop, Town Council discussed the need to address economic and redevelopment opportunities on the Island and implement an approach that would lead to tangible results. As a result Town Council outlined a Policy Agenda for 2012: Targets for Action item of "Economic Development: Assessment and Organization" and was subsequently adopted by Town Council at their next meeting. A Mayor's Citizen Committee on Economic Development was created and chartered on April 17th. The Committee completed the work outlined by Town Council and provided a report and presentation of its findings to Town Council on November 7, 2012.

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF HILTON HEAD ISLAND TO ACCEPT THE REPORT AND ASSOCIATED CONCEPTS AND RECOMMENDATIONS, IN PRINCIPLE, SUBMITTED BY THE MAYOR'S CITIZENS COMMITTEE ON ECONOMIC DEVELOPMENT.

WHEREAS, the South Carolina Comprehensive Planning Enabling Act of 1994 requires adoption of a Comprehensive Plan that contains an Economic Development Element; and

WHEREAS, on May 10, 2010, Town Council of Hilton Head Island adopted the *Hilton Head Island Comprehensive Plan* which includes an Economic Development Element in accordance with the South Carolina Comprehensive Planning Enabling Act of 1994; and

WHEREAS, an Implementation Strategy within the Economic Development Element recommends creation of a committee of economic representatives from leading regional businesses to focus on, identify and assess potential opportunities for the Town; and

WHEREAS, on December 20, 2011, Town Council adopted a policy for "Economic Development: Assessment and Organization;" and

WHEREAS, Town Council of Hilton Head Island created a committee comprised of citizens to provide recommendations to key questions on the formation of an entity to provide economic development and redevelopment opportunities for the Island; and

WHEREAS, the Mayor's Citizen Committee on Economic Development has completed an exhaustive process of researching and developing a report that outlines concepts and recommendations aimed at guiding economic development initiatives for the Town; and

WHEREAS, the Mayor's Citizen Committee on Economic Development presented findings (attachment) to Town Council on November 7, 2012.

NOW, THEREFORE, BE IT, AND IT HEREBY IS, RESOLVED BY THE TOWN COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA THAT the Town Council hereby accepts the report and associated concepts and recommendations submitted by the Mayor's Citizens Committee on Economic Development to use as a guide in the implementation of economic development initiatives.

MOVED, APPROVED, AND ADOPTED ON THIS 20th DAY OF NOVEMBER, 2012.

Drew A. Laughlin, Mayor

ATTEST:

Victoria L. Pfannenschmidt, Acting Town Clerk

APPROVED AS TO FORM:

Gregory M. Alford, Town Attorney

Introduced by Council Member:

Economic Development Advisory Committee - Report to Town Council

Town of Hilton Head Island

Committee Created by Town Council April 17, 2012

Voting Members:

Richard Cyr
Jim Gant
Peter Parrott
Tom Lennox

Non-voting member:

Bill Harkins

Consultants:

Terence M Ennis
John Salazar Ph.D.

Staff:

Shawn Colin
Eileen Wilson

Executive Summary

In May, 2012, the Town Council chartered this committee to provide additional input to the Council's decision making process on economic redevelopment and to specifically answer the following questions:

1. What specifically does the committee believe such an entity will accomplish for the economic enrichment of the island? ...
2. Why would such an entity be significantly better for the island community's economic future than what currently exists?...
3. How would such an entity fit with regional efforts?
4. What capabilities (in the form of knowledge, skills and abilities would such an entity need ...
5. Could the committee recommend a "pilot" project to verify the value to the community

Previous work in the Mayor's Task Force, the Comprehensive Plan, and studies by others have identified the Hilton Head economy as very dependent on tourism, which is cyclical and impacted by recession and recovery cycles. There are also structural issues that affect our economy. Hilton Head is susceptible to the negative effects of an aging infrastructure, impacted by high vacancy rates of commercial office space, and at risk of future decline in property values and quality of life if a level of economic renewal is not achieved.

Recommendation

The Town should form a non-profit corporation with a full time executive director, governed by a volunteer Board of experienced business executives to raise the visibility of Hilton Head as a great place to live and work and to work with other regional agencies to recruit targeted small businesses to locate on Hilton Head Island. A concerted effort to encourage private sector redevelopment on Hilton Head is preferable and more affordable/ realistic than government sponsored redevelopment.

This new entity should focus in four areas:

1. Identify and attract new development of previously undeveloped properties in desired segments (sometimes called green field development)
2. Encourage redevelopment of existing properties by attracting new businesses in target segments, and expansion of existing businesses
3. Identify and advocate for solutions to infrastructure issues that are inhibiting businesses. For example, wireless broadband vital for attracting new live/work at home residents, or strategic restructure/expansion of our island airport to future meet market needs of the Island
4. Identify and advocate key growth issues with County and State governments on behalf of the Town

Contents of Report

- I. Current economic activity on Hilton Head
- II. Current Town role in economic redevelopment
- III. Regional efforts in economic redevelopment
- IV. Other cities/towns approach to economic redevelopment
- V. Alternatives considered for structuring an economic renewal entity
- VI. Detailed Recommendations
 - A. Key functions of recommended economic renewal entity
 - B. Skills and capabilities of recommended economic renewal entity
 - C. Make up of Board
 - D. Governance model
 - E. Organization chart
 - F. Implementation Phases
 - G. Miscellaneous ideas for Board of Directors To Consider

I. Current Economic Activity on Hilton Head Island (source Dr J Salazar, USCB)

Obviously the general economic recession has impacted Hilton Head Island as it has the rest of the country, as shown in the 2007 to 2010 data below. Indications that a recovery from the recessionary lows is occurring and some data supports July 2012 as the strongest in recent years.

There are however long term structural issues that need to be addressed.

Tourism volumes have been declining over a longer period of time (for example 2005 - 2007, before the recent recession began), as have gross taxable sales in the same time period. Commercial real estate vacancy rates have climbed to 35-40%, and declining land values are reflected in commercial properties since 2006.

Total economic activity in 2010 was \$4.1 billion, down 16% from 2007, reflecting the impact of the recent recession on real estate and long term trends in decreasing tourism revenues.

The top 5 contributors (accounting for 61%) to that economic activity are:

- Real estate and rentals \$3.0 billion, down 37% from 2007
- Accommodations and food svcs \$353 million, down 21% from 2007
- Finance and insurance \$292 million, up 3 % from 2007
- Health and social services \$212 million, up 20% from 2007
- Construction \$208 million, down 46% from 2007

Next 4 contributors (accounting for 24%)

- Information Mgmt \$190 million, down 1%
- Retail trade \$190 million, down 26%
- Prof, scientific, tech services \$181 million, down 25%
- Administrative and waste services \$178 million, down 5%

Arts, entertainment, recreation (3%) \$ 80 million, down 3%

Observations

HHI has historically been very dependent on real estate (linked to the tourism/second home market), and revenues declined sharply during the 2007-2010 period. Tourism related revenues also shrunk during that period, but did maintain their relative annual share of revenue

Two sectors, Finance and insurance, and Health and social services grew both in dollar volume and annual share of the local economy.

Conclusions

While a detailed breakout is not available, one must assume that a large percentage of the real estate market is tourism driven by rental condo's and rental homes, further emphasizing the importance of the tourism economy.

The real estate segment is composed largely of purchases of rental property (tourism), second homes, retiree purchases and local residents. While the Chamber of Commerce focuses on tourism, there is no apparent focus on the second home segment, or retiree segment.

Given the importance of tourism to the island the HHI "entity" for economic development may need to provide focus/play some role in tourism, second home and retiree development.

II. Current Town Role in Economic Renewal

The recommended economic renewal "entity" differs from what's currently being done in several ways, notably, a Board with strong business skills and experience, that can work with business prospects; a visible focal point and "1 stop shop" function for the Town; a dedicated focus to attracting businesses and coordinating with multiple local, regional and State agencies.

While the Town staff does a good percentage of what governments usually perform for economic development assistance there is no visible presence on the Town website or in the Town directory for someone seeking to find assistance.

Assistance is provided on an ad hoc basis to potential businesses who seek out and find the Community Development staff.

A starting inventory of vacant properties on Hilton Head has been completed, and it is hoped that a database of property descriptions linked to the appropriate real estate company can be developed for the Town's website.

The Town owns approximately 1200 acres of property, some of which should be maintained in a natural state to provide open space/scenic vista along major arteries, some could be available for sale or land swaps to facilitate development of targeted areas.

Possible "pilot" opportunities for the HHI economic development "entity", might be:

1. web presence showcasing HHI as a great place to live/work/retire
2. web presence for positioning assistance available to businesses considering locating on HHI
3. web presence of a database of available properties

III. Regional Efforts in Economic Development

Chamber of Commerce- Susan Thomas

The HHI/Bluffton Chamber is a member of Coastal SC USA, along with Myrtle Beach, Charleston, Golf course groups and airports working with the State of SC to promote international tourism to Hilton Head. Primary activities in the approximately \$300,000 annual budget include relationship marketing to travel agents and advertising/marketing campaigns. The top four countries targeted are UK, Germany, Switzerland and the Scandinavian countries.

The focus of the Visitors and Tourism Bureau of the Chamber is on short term (vacation) tourism and corporate event marketing with hotels. Funding comes from the Town through Accommodations Tax, some funding from Beaufort County, matching funds from the State of SC and a small amount of revenue generating activities like advertising in Chamber publications.

Approximately 25-30% of hotel bookings are made in conjunction with a corporate event. The corporate market is positive about the recent hotel renovations completed, or announced/underway.

The current core visitor group is the late 40's-65 age group, accounting for 65-70% of tourist volumes. The next largest (and in the future the largest visitor group) are the 30-40's age group who have specific requirements in what they are looking for : technology access, family focused activities (versus extensive golfing), the ability to work remotely either while on vacation or from home as full time residents, and cultural events.

Hilton Head needs to start a transition to focus on attributes important to this age group (known as Generation X) that will also appeal to the next generation (known as Gen Y) which is demographically even larger than the Baby Boomer generation. Both are interested in family focused activities, eco-tourism, living/working/playing in a village type atmosphere, access to biking and walking facilities.

The Chamber does not have a specific outreach to recruit new businesses to Hilton Head but does support businesses through an online Business Kit.

Beaufort County- Gary Kubic

The key to effective economic development is private business involvement with the appropriate level of governmental support. It's also key to communicate the goals and benefits of economic development to the taxpayers.

The typical private enterprise considering relocation will have identified several locations that will work for them before they engage in discussions with you. It's critical that the local government entity have a pre-defined strategy including approved economic incentives before engaging with serious candidates for relocation.

Successful economic development builds on what exists and enhances rather than trying to create something new that is substantially different from the communities core businesses.

One of the tools the County has used is infrastructure site grants, committing the government body to site improvements on behalf of the relocating company. That way if the business fails, the infrastructure is retained and available for other uses.

Regionalism is important for economic development as the conduit to the State Commerce Department. State matching funds for economic development are only available to regional organizations - not single county groups. Likewise, business leads are only passed from the State to regional organizations.

The County believes in and will work with the Strategic Alliance to reconfigure and represent/support Beaufort County.

Strategic Alliance - David Tigges and Kim Statler

The Strategic Alliance is structured (as are all seven regional groups in South Carolina) as a South Carolina non-profit corporation.

The Alliance performs 6 primary functions or roles:

1. Creates visibility through web materials and participation in events
2. Serves as the official conduit with the State of South Carolina Commerce Dept
 - a. SC provides \$5M in matching funds to the 7 regional economic development organizations - approx \$670k to Strategic Alliance (recently Jasper County pulled out of Alliance changing status and funding - see last paragraph this section)
3. Performs lead management and follow up on all leads internally or externally generated
 - a. 80% of leads come through the State Commerce Dept
4. Proactive identification and recruiting of prospects
5. Functions as deal maker for opportunities
 - a. Every opportunity is a unique deal - need a strong deal culture among all participants
6. Defines policies needed to address deficiencies to attracting economic development and advocates for solutions

Considerations/suggestions for economic redevelopment of Hilton Head Island

- Attractive assets are many, quality of life, general cost of living etc

- Some barriers do exist:

1. Sub optimum technology infrastructure (although this is improving). Specifically wireless broadband cell coverage
2. Limited air service directly to and from larger markets
3. Many physical facilities available for redevelopment (office space), were built for the construction industry and need major work for other uses
4. Costs are still too high - owners have not been willing to accept market realities
5. Psychological resistance to any type of development due to the concern that development will degrade the quality of life/natural resources on Hilton Head

- Thoughts that HHI should considering implementing to improve odds for success

1. Ensure strong business community involvement in economic redevelopment
 - a. Prospects don't want government employees negotiating deals - they want to deal with business people
2. Consider expanding brand identity to include more than tourism
 - a. for example, "good place to live and work remotely", "great place to retire", creative place for technology businesses, etc
3. This area has plenty of residential real estate agents. The clients they are selling a home is a potential business client. We need to cross pollinate information between economic redevelopment and realtors to leverage these relationships
4. Need to develop communication strategy for general population on why economic redevelopment is important for everyone
5. Explore the role of local foundations and non-profits as sources of funding, skills and relationships
6. Look for opportunities where local businesses are sending work and money to other locations that could be performed here if the service used was available - and then recruit someone to fill that need. The example used was water quality testing

In the last few weeks since we met with the Strategic Alliance, Jasper County has withdrawn from the Alliance and the State has determined they are a county level organization and not eligible for State matching funds. It is our understanding from published reports that they will continue to operate using existing funds and work on regaining regional status in the future.

IV. What do other jurisdictions do for economic redevelopment - Economic Exemplar Synthesis - Terry Ennis and Shawn Colin

Public documents (web based) for seventeen jurisdictions were reviewed by Terry and Shawn to develop an understanding of functions and approaches. The jurisdictions spanned large cities (e.g. San Diego, Ft Lauderdale), counties (e.g. Sarasota County, Charleston County), South Carolina (Greenville, Columbia, Upstate Alliance), and other resort focused communities (e.g. Cape Cod, Martha's Vineyard, Naples FL)

Learnings indicated two major focus areas 1) New Business Intensity and 2) Operational Excellence/Redevelopment Intensity.

Detailed notes are available in charts prepared by Terry and Shawn - but the following summarizes their learnings and lead directly to the proposed Major Functions for required Economic Renewal on Hilton Head Island.

SOME LEARNINGS

- Create a visible and accessible entity with clear point of entry (Phone, website, direct contact)
- Coordinate efforts to other groups, county, region, State jurisdictions
- Develop communication to and buy- in of Community
- Composition of the Entity (business experience, ex CEOs/COOs, financial, land appraisal, etc...) Multidiscipline guidance committee seems critical
- Perform as “One Stop Shop” for prospects
 - Information on Grants/taxation/incentives
 - Identify available sites for relocation
 - Community Information
 - Information and assistance in Permitting Process
 - etc...
- Clear Objectives & Focus
 - Segmentation & Focus leverage points (not shotgun approach)

- Deal by deal dominates new business prospects
- Support business by training/virtual incubation/competitive analysis
- Address Legacy Issues (Re-development of Old Assets)

V. Summary of Approaches for Structuring an Economic Renewal Entity for Hilton Head

As a result of the exemplar work performed by Shawn Colin and Terry Ennis, studying the economic redevelopment functions in multiple jurisdictions, we evaluated three different approaches.

1. Implement as a Town Staff function

- a. Direct supervision by Town management
- b. Address by reassignment of duties or re-creation of a new division
- c. Can address island-wide program or target specific areas

OR

2. Create a SC Non-Profit Corporation

- a. similar to Rock Hill, Greenville, BC Strategic Alliance
- b. Volunteer Board
 - i. Operates under direction and funding of Town Council
 - ii. Guided by the Town's culture and Comprehensive Plan
 - iii. Hires/directs function Leader
 - iv. Other resources/Staff remain with Town
- c. Responsible for:
 - i. Establishing objectives and priorities
 - 1. Renewal of existing areas

2. Planned and appropriate development of undeveloped land on North end
 - ii. Accountable for results to Town Council
 - iii. Establishing partnerships with other entities

OR

3. Establish a Redevelopment Authority

- a. Created by Town Council
- b. Must follow specific criteria set by State for public corporations
- c. Usually Focused on housing development
- d. Requires specific area focus and operating plan, similar to the effort in establishing a TIF District and Redevelopment Plan

The committee concluded that a non-profit corporation with a full time executive leader would be most effective in pursuing the Town's objectives. Full time focus combined with the business experience of an independent Board has proven most successful in other communities studied.

VI. Detailed Recommendations

Establish a SC non-profit corporation governed by a Board composed of members with the backgrounds and skills identified under Skills and Capabilities - Advisory Board on previous page.

Mission

Encourage, develop and enhance local economic redevelopment required to sustain the quality of life on Hilton Head over the long term. Increase the visibility of the island to attract new business potential, broadening and deepening the economy by coordinating economic regeneration under a singularly focused business entity.

A. Major Functions of an Economic Renewal Entity on Hilton Head Island

1. Create visibility and singular focus for economic renewal on Hilton Head with clear point of entry (Phone, website, direct contact)
2. Coordinate and Focus effort across Town and other agencies /Conduit to other groups, region, jurisdictions
 - a. Close relationship with existing businesses, link with Chamber of Commerce
 - b. Active participant in Beaufort County/regional alliance - Strategic Alliance
 - c. Establish linkage/relationships at USCB (see creative ideas list)
 - d. Identify role/assistance of State Job Economic Dev Authority -State
 - e. Determine role of non-profits and include in process where appropriate
3. Function as "One Stop Shop" for businesses interested in growing or coming to HHI
 - a. Identified and pre-committed Grants/taxation/incentives
 - i. Capital budget for Communications, deals, pre-approved resources for land swaps, facade improvement programs, etc
 - ii. Available State, County, incentives
 - b. Available Sites, Zoning, Permitting
 - c. Community Information, Demographics, Infrastructure available
 - d. Skills
4. Lead management/deal maker for prospective new businesses
 - a. Lead coordinated approach across Town entities, County, utilities, others

5. Identify and proactively seek out new businesses in target segments and for target redevelopment areas
6. Conduct basic market research to understand :
 - a. HHI Trends in existing economic growth
 - b. Target segments for focus
 - c. Barriers to economic growth
 - d. Define and propose target segments to Town Council for redevelopment based on the measureable economic return to the community
 - e. Develop the databases to support renewal, e.g.:
 - inventory of available commercial properties on HHI
 - potential Town properties available to development
 - existing businesses and leaders - starting with those who have potential/interest in growing, and new targeted segments
7. Education and communication to Hilton Head community - gain buy in to why economic renewal is critical to the Island's future
 - a. Create atmosphere to encourage improvements of existing facilities

Functions NOT Recommended

- Acquisition of any " bricks and mortar "
- Industrial or technology parks
- Physical business start up incubator

B. Skills and Capabilities Required

Effectively implementing an economic renewal "entity" will require strong business skills on the part of the Board and the full time executive director or leader of this function. Experience of other jurisdictions indicates that business prospects want to work more with business people and less with government officials as they evaluate locations and redevelopment.

We believe that the following skills are needed:

Leader

1. Broad business experience (CEO, COO or equivalent)
 - a. Strong teamwork style,
 - b. Decisive and dynamic "get things done" personality

- c. Experience in leading and getting results with cross functional teams without direct resource ownership/control
- d. Networking skills at multiple organization levels and types
- e. Operational skills and experience
2. Excellent communications and teamwork skills
3. Deal making experience

C. Non Profit Board of Directors

Hilton Head is fortunate to have a broad and willing population of volunteers with extensive business experience that can be accessed. The Board should be appointed to staggered 3-4 year terms. The Town should draw upon the community to assemble a Board comprising the following experiences/skills:

1. Recruit volunteers with broad and deep representation across key functions
 - a. Business - CEO or COO (2)
 - b. Corporate Marketing/Communications (1)
 - c. Finance (1)
 - d. Real Estate (1 Comm, 1 Res)
 - e. Tourism (1 Tourism)
 - f. USCB (1)
 - g. Telecomm (1)
 - h. Town Staff (1) non-voting
2. Committed to active involvement and long term success of Hilton Head
 - a. Capable of being responsive to requests for assistance on deals

Staff (support provided by Town Staff)

1. Detailed knowledge of economic redevelopment
2. Knowledge of State, County contacts, roles, and process for economic redevelopment
3. Strong project management
4. Teamwork with cross functional teams

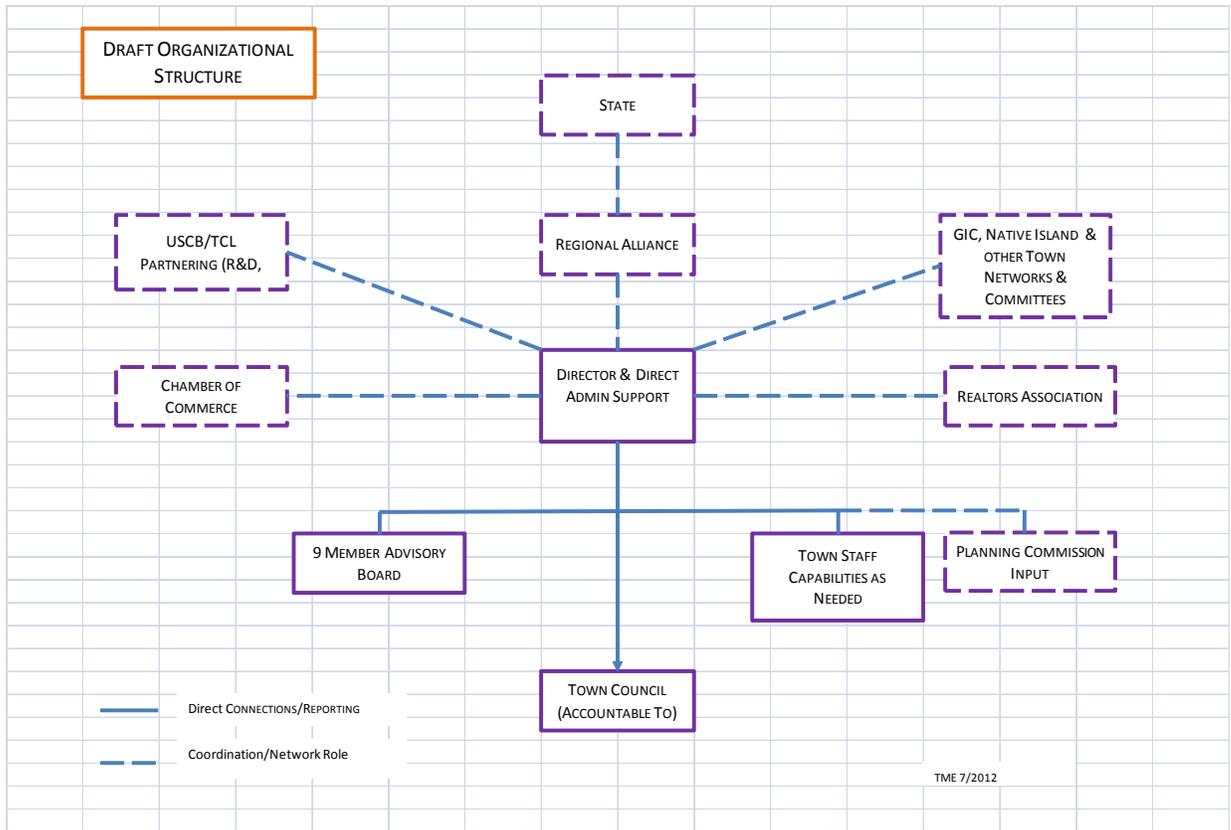
Tools Required

1. Capital to fund initial operations, office equipment, etc)
2. Web presence/data management

D. Basic Governance Model - Board of Non-Profit

- Accountable: - To Town Council
 - guided by Town Vision and Comprehensive Plan
- Responsible: - For Major Functions required for economic redevelopment
 - Hire, direct, evaluate and compensate full time paid leader
 - Prepare and manage Town funded budget
- Coordinate: - Activities with multiple Partners
 - e.g. Chamber, Strategic Alliance, County, State
 - Critical linkages with Town on LMO, Comprehensive Plan etc
- Inform: - Town Manager and Town Council - Community at Large

E. Proposed Organization Relationships



Assets of the Economic Renewal Entity

- Minimal physical assets
- Visible and identifiable office/back office capability
- Conference room capability with high quality conference calling capability
- Budget (salaries, travel, communications/web site)
- Capital budget for deals (by negotiation, prospect driven with Town Council)
- Capability to bond (by negotiation, prospect driven with Town Council)

F. Implementation Phases

Implementation can begin almost immediately with the existing Town staff starting work on the visibility elements and the Town Council naming the Board.

Phase 1 – The Town Staff/Town Council phase

- activities that can be initiated by existing staff and Town Council while Board is formed
 - Create visibility for economic renewal on Town website, telephone directories and email
 - Designate office space, admin, etc
 - Good visibility, executive office space, proximity to other Town Departments
 - Open question of whether or not the exec director should be located in Town Hall
 - Define and initiate initial communications to community explaining the need and value of economic development to future quality of life, financial well being of Hilton Head residents
 - Recruit Economic Redevelopment Board

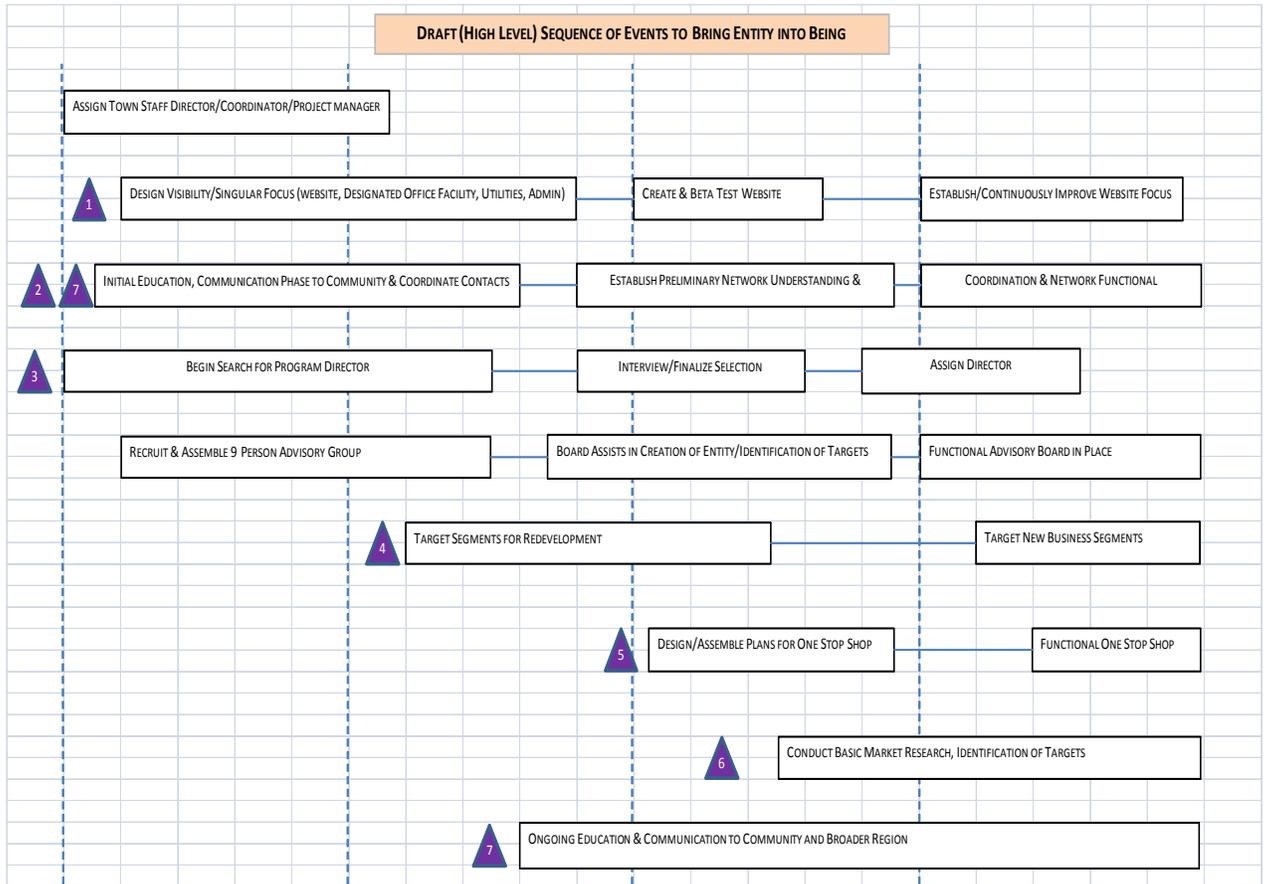
Phase 2 – The Board Phase

- activities to be performed by Board before full operation of the new economic renewal "entity"
 - Begin search and hire full time executive director working with Town HR function
 - Develop operational strategy, initial contacts with other agencies
 - Review and approve web initial presence
 - Identify starting point/focus areas for economic redevelopment
 - Business segments
 - Geographic areas

Phase 3 – The full operational phase

- activities when executive director on board and "entity" begins operation
 - Board to target new business segments and executive director to engage prospects
 - Actively work with other agencies
 - Design and implement "one stop shop"

A more detailed sequence of events chart follows.



Miscellaneous Creative Ideas for Consideration by the HHI Economic Renewal "Entity" - not prioritized

- Build an "internal" communication strategy that helps our island residents understand the need for redevelopment. Why we cannot continue to drift downward to more deterioration in employment and real estate sales, and the resultant higher taxes.
- Build a stronger linkage between the Town and the Chamber of Commerce on what is needed for Hilton Head and how we will jointly market to those needs
- Support a culture of Service Excellence building on the work of a local service excellence group "CSL"
- LERTA type funds for development
- ID early economic indicators in key segments
- Build relationships in key segments (like Health care)
- Recruit early retirees
- Recruit work from home candidates who can leverage technology
- Determine the linkage between economic development and education, planning for skills needed in the future
- Develop a database of commercial properties available
- Develop a target list of areas for redevelopment - large and small
- Build a relationship between economic redevelopment and area realtors to help reach potential business clients with the message to home buyers that this is a great place to 1)locate a small business, 2) work from home
- Develop and communicate a strategy to encourage refurbishing of individually owned condos
 - Marketing campaign/education through POA's/condo Boards
 - Work with property managers
 - Promote technology access, cell phone coverage and wi-fi
 - Identify county and state tax incentives
- Encourage the new "entity" to review and utilize as appropriate ideas from "Local Economic Development - Primer" from World Bank
- Formalize a strategic research program and workforce development economic alliance with University of South Carolina Beaufort (USCB) and Technical College of the Lowcountry (TCL) whereas faculty apply their areas of expertise (across all disciplines) to advance the community's economic efforts while maintaining and/or growing existing sector GDP. TCL can create programs addressing the vocational needs of the prevailing sectors, while USCB can create leadership programs dedicated to advancing sector strategic initiatives.
- Formally support and align Hilton Head Island economic efforts with USCB and TCL academic program growth whereas both institutions develop a strategic faculty hire initiative to corroborate the academic effort. This will directly impact sector development.

- Research and quantify the value of a convention facility with 1,000 seat capacity. How many business events (by name and size) have been lost over the last 2 years because of lack of seating capacity (Realtors Assoc, Chamber and Hotels may have data). Consider incenting private business to build/operate a facility



MEMORANDUM

TO: Town Council

FROM: Stephen G. Riley, Town Manager

VIA: Susan Simmons, Director of Finance

DATE: November 9, 2012

RE: **First Reading of Proposed Ordinance No. 2012-38**

Recommendation:

Staff recommends Council approve first reading of Proposed Ordinance No. 2012-38 amending fiscal year 2012 General, Capital Projects, and Stormwater (Enterprise) Funds' budgets for final changes to the fiscal year.

Summary:

This ordinance amends these three funds for fiscal year 2012 for the changes needed to complete this fiscal year. The changes include increases and decreases to various projects in the Capital Projects and Stormwater Funds. The majority of the Capital Projects amendment is to budget for land acquisitions which are budgeted only after they are known at fiscal year end. For the General Fund, the change is to decrease the budget for the intended debt service for leased Fire and Rescue apparatus.

Background:

The budget amendment is proposed for the following reasons:

- General Fund – The Town determined that it was more appropriate to include financing for Fire and Rescue apparatus in the Hospitality Tax Special Revenue Bonds issued earlier in the fiscal year rather than obtaining the financing through a lease. Therefore, the \$339,370 debt service budget in the General Fund was not needed.
- Capital Projects Fund – There are three types of changes included here as follows.
 - Land acquisitions for the year – \$8,907,721.
 - Issuance costs for bonds issued in this fiscal year – \$259,564.
 - Various project budget changes to close the fiscal year – net change = \$0. The main reasons for the amendments are to fund various projects that were short funds to complete them, with the donor project being the Dunnagan's Alley pathway that was completed significantly under budget; to donate the remaining balance of Dunnagan's Alley to the Coligny/Pope Area Initiative where the Town plans to spend significant TIF funds; and to correct a

previous funding error between TIF and Hospitality for the Leamington/Fresh Market project.

- Stormwater Fund – There are various project budget changes to close fiscal year – net change = \$0.

For both the Capital Projects and the Stormwater Funds, staff will propose fiscal year 2013 ordinances at the next Council meeting for the annual encumbrances and roll-forwards. In these ordinances, staff will also detail the lapses for fiscal year 2012 that are not reflected in the proposed ordinance presented here.

AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND

ORDINANCE NO.

PROPOSED ORDINANCE NO. 2012-38

AN ORDINANCE TO AMEND THE BUDGET FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, FOR THE FISCAL YEAR ENDING JUNE 30, 2012; TO PROVIDE FOR THE EXPENDITURES OF CERTAIN FUNDS; AND TO ALLOCATE THE SOURCES OF REVENUE FOR THE SAID FUNDS.

WHEREAS, Section 5-7-260 of the Code of Laws of South Carolina requires that a municipal council act by ordinance to adopt a budget and levy taxes, pursuant to public notice; and

WHEREAS, the Town Council did adopt the budget on June 21, 2011, and

WHEREAS, pursuant to the budget amendment policy as stated in the Town’s annual budget document, the Town Council is desirous of amending the budget so as to provide for the expenditures and certain other commitments from the Fund Balance and other revenue sources, as well as to correct budget appropriations for certain capital projects in the General, Capital Projects and Stormwater Funds.

NOW, THEREFORE, BE IT ORDERED AND ORDAINED BY THE TOWN COUNCIL OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA; AND IT IS ORDAINED BY THE AUTHORITY OF THE SAID TOWN COUNCIL:

Section 1 Amendment. The adopted 2012 fiscal year budget is amended to make the following changes as increases and decreases to the funds from prior years and to the projected revenue and expenditure accounts as follows:

General Fund

<u>Account Description</u>		<u>Amount</u>
Revenues:		
Hospitality Fee Transfer		\$ (339,370)
Total Revenues		\$ (339,370)
Expenditures:		
Townwide Debt Service	10000941	
Principal	57121	\$ (267,420)
Interest	57122	(71,950)
Total Expenditures		\$ (339,370)

ORDINANCE NO.

PROPOSED ORDINANCE NO. 2012-38

Capital Projects Fund

<u>Account Description</u>	<u>Source of Funds</u>	<u>Amount</u>
Revenues:		
2010A GO Ref. Bond		\$ 6,718,643
2012 GO Bond		2,178,697
Real Estate Transfer		821
Resale of Land		9,560
Beach Fees		-
Beach Fees Bond Premium		(14,905)
Hospitality Bond		274,469
Hospitality Tax		189,000
Traffic Impact Fees		40,000
TIF Property Taxes		(229,000)
Total Revenues		<u>\$ 9,167,285</u>
Expenditures:		
Pathways		
Palmetto Bay Road	TIF Property Taxes	\$ 60,000
Mathews Drive (US 278 N. to Beach City)	TIF Property Taxes	1,908
Dunnagan's Alley	TIF Property Taxes	(239,146)
US 278 (Gardener to Mathews)	Traffic Impact Fees	40,000
US 278 (N. Orleans to Shipyard & Town Hall)	TIF Property Taxes	14,000
Road Improvements		
Dunnagan's Alley Roundabout	TIF Property Taxes	(4,689)
Mathews Dr. N. - Roundabout @ Beach City	TIF Property Taxes	(20,367)
Mathews Dr./Marshland Rd. Connectivity	TIF Property Taxes	670
Leamington/Fresh Market/US 278	HTAX Fees	189,000
"	TIF Property Taxes	(189,000)
Park Development		
Chaplin Linear Park w/ Boardwalk	TIF Property Taxes	385
Existing Facilities/Infrastructure		
Apparatus/Vehicle Replacement	HTAX Fees	(31,582)
Fire Station # 6 Repair	HTAX Fees	(7,656)
Fire Station # 1 Replacement	TIF Property Taxes	(1,195)
Fire Station # 6 Replacement	HTAX Fees	7,656

Capital Projects Fund (Cont.)

<u>Account Description</u>	<u>Source of Funds</u>	<u>Amount</u>
Expenditures (Continued):		
New Facilities/Infrastructure		
Dispatch Center Equipment Upgrade	HTAX Fees	\$ 2,642
F&R Computer System	HTAX Fees	40,231
Coligny/Pope Avenue Area Initiative	TIF Property Taxes	148,434
Fire/Medical (Mobile Repeater)	HTAX Fees	(20,000)
Public Safety Systems Equip. Upgrade	HTAX Fees	8,709
Beach Maintenance		
Beach Management/Monitoring	Beach Fees	(5,500)
Dunes Refurbishment	Beach Fees	5,500
Beach Parks	Beach Fees	58,202
Shoreline Management Plan	Beach Fees	(58,202)
Land Acquisition		
Land Acquisition	2010A GO Ref. Bond	6,718,643
"	2012 GO Bond	2,178,697
"	Real Estate Transfer	821
"	Resale of Land	9,560
Other Uses		
Cost of Issuance	Beach Fees Bond Pr	(14,905)
"	Hospitality Bond	274,469
Total Expenditures		<u>\$ 9,167,351</u>

ORDINANCE NO.

PROPOSED ORDINANCE NO. 2012-38

Stormwater Fund

<u>Account Description</u>	<u>Source of Funds</u>	<u>Amount</u>
Revenues:		
Stormwater Utility Fees		\$ -
Total Revenues		<u>\$ -</u>
Expenditures:		
Personnel		
Personnel	SWU Fees	\$ 5,784
Operating		
Operating	SWU Fees	(5,784)
Infrastructure Upgrades & Improvements		
Port Royal Grasslawn CIPP	SWU Fees	1,605
Miller's Pond	SWU Fees	(41,590)
Port Royal Plantation Culvert Upgrade	SWU Fees	14,312
Hilton Head Plantation Pond Control	SWU Fees	(9,355)
Gumtree Road South Outfall	SWU Fees	14,438
Wiler's Creek Stabilization	SWU Fees	9,355
Wexford Generator Permanent Mount	SWU Fees	11,235
Drainage Maintenance and Repairs		
<i>Non-PUD</i>		
Mathews/Matilda - bank erosion	SWU Fees	83
Folley Field - channel cleanout	SWU Fees	56,598
Bermuda	SWU Fees	424
Tabby Walk	SWU Fees	300
Tanglewood	SWU Fees	(2,431)
State Misc.	SWU Fees	7,054
FY12 Misc. Vac-Haul	SWU Fees	(36,823)
Contingency Projects	SWU Fees	(27,636)
<i>Shipyard</i>		
Tennismaster - add box, stub pipe and clean channel	SWU Fees	(1,973)
Ditch cleaning, vac-haul, stabilization	SWU Fees	1,973
<i>Indigo Run Plantation PUD</i>		
Vegetation trimming, vac-haul, stabilization	SWU Fees	(7,935)
Owner's Club bank erosion survey	SWU Fees	7,935
<i>Wexford</i>		
Ditch cleaning, vac-haul, stabilization	SWU Fees	2,431
Pump Stations		
Pump Station Maintenance	SWU Fees	(7,453)
Pump Buildings, Grounds, Elec., & Utilities	SWU Fees	7,453
Total Expenditures		<u>\$ -</u>

ORDINANCE NO.

PROPOSED ORDINANCE NO. 2012-38

The effect of this amendment will be to increase the General Fund to \$33,266,068, Capital Projects Fund to \$37,832,524, and maintain the Enterprise Fund to \$5,190,512.

Section 2 Severability. If any section, phrase, sentence, or portion of this Ordinance is for any reason held invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct, and independent provision, and such holding shall not affect the validity of the remaining portions thereof.

Section 3 Effective Date. This Ordinance shall be effective upon its enactment by the Town Council of the Town of Hilton Head Island on this _____ day of _____, 2012.

PASSED, APPROVED, AND ADOPTED BY THE COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND ON THIS ____ DAY OF _____, 2012.

Drew A. Laughlin, Mayor

ATTEST:

Victoria L. Pfannenschmidt
Acting Town Clerk

First Reading: _____
Second Reading: _____

APPROVED AS TO FORM:

Gregory M. Alford, Town Attorney

Introduced by Council Member: _____

MEMORANDUM

TO: Stephen G. Riley, ICMA-CM, Town Manager

FROM: Gregory D. DeLoach, Esq., Assistant Town Manager

RE: Public Information Enhancements

DATE: November 15, 2012

VIA: Tom Fultz, Director of Administrative Services
Rene Phillips, Website/Court Systems Administrator

Recommendation: That Town Council provide the Town Manager general direction to implement Public Information Enhancements. Given the seemingly endless available public information options, staff recommends that Council authorize it to accomplish as many enhancements as may reasonably be achieved. Implicit with each enhancement is a demand for staff time and in many cases, more cost. Therefore, whatever enhancements are implemented may trigger e.g. cost changes in terms of staff and infrastructure. The Town does not employ one person whose sole job is to manage/ implement our Community Information Program.

Social media tools are evolving rapidly and are shaping how we interact with our residents, business community, other government agencies and our visitors. Two-way communication and collaboration can help create open and effective government and develop strong, consistent messages. In the past, information was one-way, i.e. from government to the public, however, citizens can now be part of the process.

Our goal is to continue, with enhancements that reflect changing times, to produce a positive perception of the value of Hilton Head Island Town Government and to effectively communicate with residents and others. Changing technology creates opportunities in communicating to and with residents. Additionally, and reflecting the evolution of e.g. policy makers approach to Island Development/Redevelopment, is an opportunity to work closely with the soon-to-be formed non-profit Economic Development Board. Staff will support the Board's efforts to promote economic development on the Island.

Summary: Currently, the Town has a robust Public Information Program. A list of public information activities is found in **Attachment 1**. The list, compiled within the last year, is comprehensive but not exhaustive. **Attachment 2** lists possible Public Information Program Enhancements. These enhancements will be presented to Council by IT staff i.e. we will display on Chamber screens examples of enhancements so that Council may better visualize and understand enhancement options. Additionally, the use of television will be generally be discussed in terms of our recent public information enhancement with local station WHHI and in terms of televising public meetings.

Background: Town Council adopted, at one of its Strategic Planning Management Agenda priorities for 2012, Town Marketing and Public Information Plan, Evaluation/Direction. To that end, staff will present various enhancement options to Council.

ATTACHMENT 1

Existing Public Information Program

- **Town Website (www.hiltonheadislandsc.gov):** The Town's website offers a vast amount of information on a wide array of topics and services. The home page of the website is often used to highlight information and topics that are of interest to the public. In 2012, the Town's website averages 1,186,261 visitor hits and 106,059 page views a month. The following is a small sample of the services and information available on our website:
 - Online Services - Building Permits and Inspections, Secure Business License Renewal and Tax Payment Services, Parking and Traffic Tickets Secure Payment Portal, Fires Safety Self Inspection, Wedding Ceremony on the Beach Request, AED Registration
 - Public Meeting Calendar, Complete Meeting Agenda Packets and Approved Minutes
 - Beaches, Parks and Pathways – amenities, photos, maps
 - Publications – Forms, Applications, Maps, Brochures, Newsletters, Adopted Plans, Press Release and Public Notices
 - Flood Awareness Information and Flood Hazard Zone Interactive Search.
 - Town Council Ward and Voting Precinct Interactive Search
 - Town Finance Information - Audited Comprehensive Annual Reports, annual budgets, general information regarding Real Estate Transfer Fees, Hospitality Tax, Beach Preservation Fees, and ATAX
 - Hurricane Preparedness, Evacuation and Disaster Recovery Information
 - Hilton Head Island Sustainability and Environment Information
 - Seasonal Safety Tips
 - Waste and Recycling Collection Program Information
 - Redevelopment Initiative Information and Suggestion/Comment Forms
 - Municipal Code, Land Management Ordinance (LMO) and Comprehensive Plan
 - Licensed Business Search
 - Request for Bids/Proposals
 - Employment Opportunities
 - Town Council and Staff Contact Information
 - Links to other State and local governments and organizations
- **Newsletter:**
 - First Issue (Semi-Annual): Spring 2000
 - Move to Quarterly Issues: Spring 2003
 - Cost per distribution: Cost for each 4-page edition of the newsletter is approximately \$1850. Quantities distributed to current *Island Packet* subscribers range between 8000-9000 copies.

ATTACHMENT 1

- All issues are posted to the website in pdf format the same day that they are distributed in the Island Packet. An e-subscription notice is sent out to subscribers to announce the posting of the newsletter. Currently there are 813 subscribers to the newsletter e-subscriptions.
- *Our Town* newsletter is consistently in the top 5 viewed pages monthly.
- Past issues are available on the website for viewing.

- **Television:**
 - The Town recently contracted with WHHI to be a participant in “(843) TV”. As a participant, the Town or its designee, appears in 6 program episodes (every other month) per year. The Town appears along with 2 other organizations for a half hour show and each of the 3 organizations is spotlighted for a 7 minute segment. For example, our new Sustainability Practices Coordinator appeared on the show to highlight the opportunities her position offers to the community. In order to assist with the promotion of the recently held Concours d’ Elegance, we offered a segment to its executive director, Carolyn Van Agel that allowed her to promote an important event on the Island. Our ability to offer airtime to our affiliated agencies/partners, such as the Island Recreation Center, BCSO, Shore Beach Services, RBC Heritage of Golf to promote their events/services will be a plus. The Mayor/Town Manager/Staff may appear to promote conceptual/actual town development plans and initiatives. Quite frankly, the list of possible episodes is endless.
 - As to televising Town public meetings, state law requires that cable operators provide a channel to the Town at no charge, however, production costs are borne by the Town. It is difficult to assess these costs until it is determined whether, and the extent to which public meetings would be televised i.e. limited to regular/special council meetings or all Town public meetings?

- **Annual Report:**
 - Many communities publish annual reports. The reports vary but generally include financial information, achievements, future direction, photos of improvement projects, economic development updates, and statistical information e.g. Fire and Rescue service calls etc. The Town, as you know, currently publishes a quarterly newsletter that essentially acts a quarterly report. Copies of annual reports will be provided to council upon request.

- **E-subscription Service:** Enables residents to subscribe to topics of interest and receive email notifications when information is updated or added on the website. Additionally, **Emergency Alerts** subscribers receive instant notifications by email or text message in emergency situations.

- **Subscription Categories & Topics:**
 - News & Information
 - General Announcements (949)

ATTACHMENT 1

- Hot Topics (955)
- Press Releases (771)
- Mayor's Monthly Article (770)
- Legal Notices (578)
- Island Recreation Center Brochures (56)
- Meeting Agendas & Minutes
 - Town Council (390)
 - Accommodations Tax Advisory Committee (ATAC) (251)
 - Board of Zoning Appeals (BZA) (265)
 - Construction Board of Adjustments & Appeals (257)
 - Design Review Board (DRB) (307)
 - Intergovernmental Relations Committee (218)
 - LMO Rewrite Committee (97)
 - Parks & Recreation Commission (364)
 - Planning Commission (362)
 - Planning & Development Standards Committee (285)
 - Public Facilities Committee (277)
 - Public Safety Committee (278)
- Public Safety & Preparedness Info
 - Emergency Alerts (1,809)
 - Public Safety Announcements (211)
 - Hurricane Season Info (1,651)
 - Seasonal Safety Tips (909)
- Newsletters
 - Our Town (812)
 - Community Development (773)
- Capital Improvement Projects
 - Construction Notices (201)
 - Road Closures (826)
- Job Openings (1,046)
- RFP's, IFB's and RFQ's (501)

**Additional categories are added for special projects as they occur.*

- **Media Releases:** Media Releases are drafted and distributed to various media outlets (i.e. TV, magazines, newspapers, radio stations, etc.) as needed to make the public aware of Town issues, events, meetings, projects, etc. All Media Releases are also posted to the website.
- **Celebrate Hilton Head Magazine:** Mayor's articles published monthly on various Town-related issues. Fire and Rescue media releases are disseminated quarterly based on events we have (i.e. fire prevention pancake breakfast, keep the wreath green, hazmat round up, sprinkler burn demo).
- **La Isla:** Fire and Rescue articles published about every 2 months; Mayor's article published quarterly on various Town-related issues.

ATTACHMENT 1

- **HH Monthly Magazine**: Fire and Rescue submits special interest items and photos around 3 times per year.
- **Bluffton Sun**: Fire and Rescue articles published every month / occasionally 2 times per month.
- **Coastal Sports and Wellness**: Fire and Rescue articles published quarterly.
- **Kidsville**: Fire and Rescue articles published every month.
- **WHHI TV**: Fire and Rescue safety tip featured and airs every month; Sea Turtle Season public service announcements, and segments on the Town's recycling program.
- **WSAV, WTOC, WJCL TV**: Special segments have appeared (i.e. sprinkler burn demo, safe turkey frying segment, etc).
- **TV, Radio, & Newspapers**: Public safety messages are routinely distributed on a variety of topics
- **Our Town Newsletter**: Published quarterly to about 9,000 Island Packet subscribers and informs the public on recent Town issues and projects. Also, posted to the Town Website and is consistently in top 5 pages visited monthly.
- **Community Development Department Newsletter**: Published quarterly to inform the public on recent Community Development issues.
- **Sea Pines POA Newsletter**: Fire and Rescue began submitting in January and safety tips have been published each month.
- **Hawthorne Inn Newsletter**: Fire and Rescue safety tips published 9 out of 12 months.
- **Palm Meadows Village Newsletter**: Fire and Rescue safety tips published 9 out of 12 months.
- **Cypress Newsletter**: Fire and Rescue safety tips published quarterly.
- **Port Royal Plantation POA**: Fire and Rescue safety tips occur randomly although submitted each month ~ probably 1 per quarter.
- **Citizen's Guide to Emergency Preparedness**: Copies are distributed to a wide array of groups and individuals to help the public prepare for dealing with the effects of disasters; in 2010, 2,400 copies were distributed; both English and Spanish versions are distributed; and the Emergency Management Division participates in the Annual Hurricane Forum for the Latino Community.
- **Brochures and Guidelines**: Various topical brochures are available to the public at Town Hall and distributed throughout the community:
 - Citizens Guide to Flood Awareness
 - Substantial Damage
 - Contractor Licensing

ATTACHMENT 1

- Manufacturing Housing
- Emergency Permitting
- Building Safety
- Various International Codes Council subjects (building maintenance, construction)
- Numerous Natural Resource Protection issues
- Xeriscape Principles
- Town Design Guidelines
- Town Pathways
- Resident and Visitor Guide to Hilton Head Island Beach Parks
- Bicycling on Hilton Head Island
- Hilton Head Island Parks Guide
- Recycling
- Waste and Recycling Program

- **Mayoral Public Appearances:** Mayor appears at many events, ceremonies, organizations, and civic meetings to disseminate Town related news and current events (i.e. POA's, Chamber State of the Region Breakfast, MASC Annual Meeting, Veterans Day Memorial Celebration, etc.).

- **Town Manager and Town Staff Public Appearances:** The Town Manager and Town Staff appear at various organizations and civic events to speak about Town services, projects, and issues.

- **Local, State, and National:** Print, television, magazine, and radio interviews on a regular basis regarding a variety of issues. Assist Town Manager, Mayor, and Town Council Members with information prepared remarks, etc.

- **Community Public Education Presentations by the Bureau of Fire Prevention and the Emergency Management Division:** In 2010, the Bureau of Fire Prevention made 489 presentations at schools, churches, and civic groups to raise awareness of both Fire and EMS related public education (car seat installations, fire safety, CPR and first aid training, and smoke detector and fire sprinkler information, etc.), and the Emergency Management Division made 32 public education presentations (with over 900 attendees) on various disaster related and preparedness topics. The Emergency Management Division participated, with the Chamber and WSAV, on a panel discussion and phone-in question session on emergency preparedness issues and was interviewed for a hurricane preparedness video that will be available on the Chamber's website.

- **Public Education Classes & Presentations:**
 - Classes are conducted on various topics (code changes, flood regulations, energy efficiency) for Contractors--two times a year.
 - Participate in High School Career day on an annual basis.
 - Give presentations to civic groups, high school classes, non-profit groups, garden clubs, Chamber of Commerce, POAs, ASLA organizations, Leadership classes, & church groups on topics such as disaster recovery, damage assessment, flood awareness, natural

ATTACHMENT 1

resource protection, land use, history of Island development, Town Council goals, and urban design.

- Staff gives presentations twice a year to National Conferences (Coastal Zones Conference & Water Conference) and at the Joint Annual Meeting of the South Carolina Business Licensing Officials Association/South Carolina Municipal Finance Officers, Clerks and Treasurers Association.
- Work in conjunction with the Hilton Head Island-Bluffton Chamber of Commerce Home and Villa Committee, the Hilton Head Area Association of Realtors and Real Estate Attorneys to educate commercial and residential rental property owners on Business Licenses and ATAX matters.

- **CPR, AED, and First Aid:** Public training provides a better prepared public to assist in Fire and Rescue efforts.
- **Haz Mat Round Up:** Educates the public on hazardous materials safety in the home.
- **Pancake Breakfast:** Provides fire safety information to the public.
- **Tours of Town Facilities, Property, and Fire Stations:** Public visits and learns of Town's services.
- **Public Ride-a-Longs:** Fire and Rescue allows the public to ride-a-long on emergency apparatus when requested.
- **Participation in Career Fairs, Career Expos, and Youth Leadership Development Activities:** Participate to highlight local government employment opportunities and options for community support.
- **Emergency Scene Information:** Fire and Rescue makes an attempt to talk with people while at many emergencies concerning fire and EMS concerns.
- **Recognition Accolades:** The Town's recognition as a Bike Friendly Community, Tree City USA, and Audubon Green Community (applied for) enhances the Island's attractiveness as a tourist destination, and all have been conveyed to the media and public
- **Town's Recycling Program:** Recent recycling education includes: various radio announcements using *98.7 The River*; segments on *WHLI-TV Lowcountry Report*; advertisements in *The Island Packet*; seminars at the Town Library; and promotional information at the Earth Day Celebration at Shelter Cove Community Park.
- **Business License Renewal:**
 - Mail out of 5,700 plus Business License Renewal forms in December for the next business year.
 - Renewal reminders published in *The Island Packet*: Run March 3rd, April 13th, and May 15th.
 - Renewal reminder postcards: Mailed 3,600 postcards on April 29th.

ATTACHMENT 1

- Renewal reminder advertisement published in the April's edition of *La Isla Magazine*.
- **Board/Committee Vacancy Advertisements:** Ads are published in the Island Packet to recruit qualified Town Board and Commission Members.
- **Hurricane Hotline:** Recorded informational statements before, during and after tropical weather events via the Town portion of the Beaufort County Hurricane Hotline (800-963-5023).
- **TV Ads during Heritage Classic Golf Tournament:** Ads ran throughout the tournament on The Golf Channel and CBS to promote Hilton Head Island.
- **Citizen Contact:** Staff regularly answers citizens' questions (via in person, telephone, and email) on various Town issues, projects, and concerns.
- **Membership to Organizations:** Staff are members of numerous local organizations and regularly convey Town information to same.

ATTACHMENT 2

Public Information Program Enhancements

- ***Dashboards***

A dashboard is a web page which organizes and presents information/data in a way that is easy to read.

- **Financial Dashboard** – A dashboard can be displayed with current financial report information displayed in visually simple interactive charts. This dashboard will be updated monthly as new numbers become available.
- **Town Council Goal Dashboard**

- ***E-Newsletter***

May Consider the development of an e-newsletter to share information for citizens and businesses. An e-newsletter could be published on a monthly basis and sent to subscribers.

- ***Online Polls/Surveys***

Polls and surveys can be added to the website. Online polls/surveys can be developed in-house and posted to our website or there are online services that host and store the polls/surveys. Cost to develop in-house polls/surveys could have minimal one-time costs (under \$500). Online surveys/polls services vary in costs based on a variety of variables and subscriptions. Polls can also be posted to Facebook.

- ***Online Code Enforcement Referral***

Service would provide the public the ability to refer code enforcement issues via an online form on our website. Referrers can either provide the info anonymously or provide contact info. Service can easily be added to website at no cost.

- ***Promotional Videos***

Videos can be placed on the Town's website as needed. If it was determined to be a benefit to the Town, certain videos could be placed on Facebook and YouTube as well. Here are some potential ideas for videos that can be placed on the Town's website.

- Mayor weekly/monthly updates
- Hot topic interviews
- Town Parks
- Sustainability Topics
- Fire & Rescue Public Education Program Videos

ATTACHMENT 2

- **Customer Relationship Management (CRM) System**

Government CRM systems capture service request details, route the request to the proper agency, track workflow progress, and measure performance. Such software systems provide the ability for residents & businesses to submit questions or notify officials of potential problems/concerns online and track the status of these requests.

- **QR Codes**

QR is short for Quick Response (they can be read quickly by a cell phone). QR codes are used to take a piece of information from a transitory media and put it in to your cell phone. QR codes can store (and digitally present) much more data, including URL links, geo coordinates, and text.

- Pathway Kiosks – Maps, Tips
- Parks Signs/Kiosks – Maps, Amenity Search, Rules and Regulations, Rental Contact Info
- Parking Tickets – Payment instructions
- Beach Signs – Rules and Regulations, Maps, Amenity Search, Interesting facts and info regarding our beaches
- Building Permits?
- Planning Commission Signs
- CIP Project Signs – Conceptual Plans, timelines, contacts, related meetings

- **Mobile Apps**

Internet applications that run on smartphones and other mobile devices. Mobile applications usually help users by connecting them to Internet services more commonly accessed on desktop or laptop computers, or help them by making it easier to use the Internet on their portable devices.

- Report Issues – Potholes, graffiti, damaged signs, landscaping issues, litter, code issues, etc. (attach photos)
- Pathway/Park map, amenities, parking

- **Web 2.0 - Social Media**

Web 2.0 technologies, also known as social media, are primarily Internet based activities for sharing, collaborating, and building common communities for interaction. Social media are forms of media that allow users to easily participate and contribute to the content. Two-way communication and collaboration can help create open and effective government and develop strong, consistent messages. Rather than pushing information out for citizens to peruse, citizens can now be part of the process. Social networking and blogging sites allow governments to engage their stakeholders and create a service delivery system that addresses its citizens' wants and needs.

ATTACHMENT 2

○ **Blog**

Blogs offer municipal government the opportunity to communicate its message among citizens who primarily use technology to access news and information. The best municipal government blogs put a human face on local government and offer citizens insights on city government.

- Mayor
- Town Manager
- Community Services
- Fire & Rescue
- Finance

○ **Twitter**

Twitter offers brief and concise messaging that is also compatible for mobile devices (i.e. cell phone text messaging) that can be used to drive citizens to the Town's primary website for more information.

○ **Facebook**

A social networking site where users can develop a profile, add friends, add friends, communicate with peers by private message or public postings. Additionally, users may follow entities and organizations in order to receive notifications when new information is available. Facebook can help the Town build a stronger social connection to the citizens it represents and potential visitors. It makes government more accessible and provides an additional two-way communications channel.

○ **RSS Feeds**

RSS allows the content to be delivered directly to Internet users without cluttering their e-mail inbox. An RSS reader is required to use RSS. An RSS reader is a small software program that collects and displays RSS feeds. RSS gives the user the ability to scan headlines from a number of news sources in a central location. By using RSS, municipal governments can easily disseminate news, events and information to Internet savvy citizens.

○ **Photo Sharing (Flickr)**

An image sharing website where users upload photographs to albums which may be shared with the public or restricted to specific individuals as determined by the user. Municipal governments can make the best use of web-based photo sharing sites such as Flickr by highlighting municipal services, showcasing community development and marketing events or programs.

○ **You Tube**

A video sharing website where users upload and share videos. This could also be accomplished via the Town's Website, as we have the ability to stream videos.

ATTACHMENT 2

- **Podcasting**

Delivering audio content to iPods and other portable media players on demand, so that it can be listened to at the user's convenience. Because podcasts are typically saved in MP3 format, they can also be listened to on nearly any computer or cellular phone.

- To expand citizen involvement, it may be beneficial to provide the ability to play back the audio of Town Council meetings. Currently, all Town Council Meetings are recorded and retained digitally. Live streaming and storage services for public meetings can be very pricey and would require additional AV equipment in Council Chambers and staff support during meetings to live stream meetings. Alternatively, we do have the ability to post audio to the website, following Town Council meetings and provide the public the ability to download/playback meeting audio. The possible cost to implement may require an upgrade to the internet connection to accommodate the additional bandwidth requirements.

- **Placement of Town's Website Address on Town Vehicles and Signs**

Suggest placing the Town's Website Address on Town vehicles and signs (www.hiltonheadislandsc.gov). The web address would be highly visible and could direct the public to our website to learn more about our Island, explore questions, view projects for submit questions or comments.

2012 General Statistics for www.hiltonheadislandsc.gov

	January	February	March	April	May	June	July	August	September	October	November	December	Totals
Hits													
Total Hits	1,418,915	1,670,856	1,508,679	1,548,652	1,456,403	1,791,367	1,889,805	1,581,700	2,050,010	1,580,769			16,497,156
Visitor Hits	969,339	1,107,617	1,009,071	1,154,891	1,125,955	1,363,087	1,498,808	1,261,317	1,050,286	1,241,713			11,782,084
Spider Hits	449,576	563,239	499,608	393,761	330,448	428,280	390,997	320,383	999,724	339,056			4,715,072
Average Hits per Day	54,771	53,898	52,023	51,621	46,980	59,712	60,961	51,022	68,333	50,992			
Average Hits per Visitor	28.37	27.59	28.25	28.29	25.98	29.69	29.78	28.17	26.33	25.22			
Page Views													
Total Page Views	81,894	95,855	85,319	186,914	87,828	99,488	112,090	99,086	92,271	93,041			1,033,786
Average Page Views per Day	2,641	3,092	2,942	6,230	2,833	3,316	3,615	3,196	3,075	3,001			
Average Page Views per Visitor	2.4	2.39	2.39	4.58	2.03	2.17	2.23	2.21	2.31	1.89			
Visitors													
Total Visitors	34,169	40,147	35,715	40,826	43,332	45,918	50,329	44,779	39,896	49,233			424,344
Average Visitors per Day	1,102	1,295	1,231	1,360	1,397	1,530	1,623	1,444	1,329	1,588			

Hit – A request for any file (page, image, etc.). A hit is generated when any file is served. The page itself is considered a file, but images are also files, thus a page with 5 images could generate 6 hits (the 5 images and the page itself). The total number of visitors or page views provides a more realistic and accurate assessment of popularity.

Page View – A page is one complete web page, most likely composed of a number of Files. For instance, if your home page has five images and some text, there will be six Hits that make up a single Page. Hits from spiders are not counted as page views.

Spider (Robot) – A program which automatically gets information from sites. Spiders gather information for search engines, extract email addresses, check links, etc.

Visitor – The number of visitors by the originating IP address. If a request from an IP address came 30 minutes after previous request from same IP address, it is considered to belong to a different visitor. Request from spiders are not used to determine visitors.

Most Used Operating Systems Accessing the Town's Website

January 2012-October 2012

