



**The Town of Hilton Head Island
Planning Commission
Comprehensive Plan Committee Meeting**

**Wednesday, October 2, 2013
10:00 AM in Conference Room Three**

AGENDA

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

1. Call to Order

2. Roll Call

3. Freedom of Information Act Compliance

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

4. Approval of Agenda

5. Approval of Meeting Notes

6. Old Business

7. New Business

A. Develop a preliminary draft of recommendations that includes key strategies and specific action steps recommended for implementation in 2014 by the Town

8. Action Items

9. Next Meeting – TBD

10. Adjournment

Please note that a quorum of Planning Commission or of Town Council may result if a majority of their members attend this meeting.

Comprehensive Plan Committee of the Planning Commission

Meeting Notes

August 28, 2013

1:00 PM

Conference Room Three Town Hall

Comprehensive Plan Committee Members present: David Bennett, Terry Ennis (Chairman), Gail Quick (Ex-officio)

Planning Commissioners present: Bryan Hughes, Alex Brown

Community Development Staff present: Shea Farrar, Shawn Colin

- Chairman Ennis called the meeting to order at 1:00 PM
- Chairman Ennis began by reviewing the planning process for developing recommendations on Town Council's 2014 Targets for Action. The goal is to get input from the various knowledge groups on the Island and to incorporate early in the process.
- Additional input was presented on community initiatives to the Committee.
- Chairman Ennis then presented a list of concepts that were prepared from all knowledge gained to date and sorted in to two identifying common themes, which were then sort into two main categories of recommendations, "Economic Development" and "Enhance the Island Brand (emphasis on history, environment, recreation, arts and culture, access and quality of life)".
- In order to help the Committee gage the relative importance of the different concepts, Chairman Ennis asked each person attending the meeting to identify his/her top five concepts through a "dot vote" exercise. The five identified he most times will become the basis for the first draft of preliminary recommendations.
- The Committee then reviewed the results of the votes, which identified the following as the top five of interest (These are NOT TARGETS. These are still high level concepts, which must be resolved to Targets):
 - Wireless Infrastructure -Necessary Infrastructure for Economic Development to support new and existing businesses to reduce entry costs and facilitate innovation and development.
 - Connectivity and Circulation (Economic Development and Brand Enhancement)
 - Develop. Island Master Plan
 - Complete Streets (Consider pathways, streets, parking
 - Public Transportation including access to the island.
 - Education
 - K-14 vs. K-12 Mentality
 - Attack Serious Youth Unemployment
 - Role for Government Funding tor K-13 & K-14 (For residents)
 - Corporate Hospitality

- ..Need Segment Penetration Plan
- ..Resolve Weaknesses (Accommodations, Airport, Telecom.)
- Focus on Culture, Arts and Learning (This was established as a new heading to combine historic initiatives with the other Cultural/Arts/Environmental items.)
 - ..Gullah/Geechee Culture (Participation in Gullah-Geechee Corridor)
 - ..Mitchellville
 - ..Historical Destinations on Island
 - ..Arts Center
 - ..HHI Institute
 - ..Ecotourism
- It was also noted that the Center for Service Leadership could be included with Education.
- Mr. Ennis thanked everyone for their attendance and input into the process. It is very valuable and much appreciated. He adjourned the meeting at approximately 2:15 PM.

Submitted by: _____

Chairman: _____

Meeting Date: October 2, 2013

Memo

To:	Comprehensive Plan Committee
VIA:	Shawn Colin, AICP, Comprehensive Planning Manager
VIA:	Shea Farrar, Senior Planner
FROM:	Terry Ennis, Chairman , Comprehensive Plan Committee
Date:	September 3, 2013
Re:	2014 Targets for Action Recommendations– 3 rd Meeting in Series

The following information outlines the process for the Comprehensive Plan Committee to develop recommendations for the Planning Commission to consider for Town Council's 2014 Targets for Action.

Review and Recommendation Process:

Meeting One: On August 21, 2013, the CPC met for the first meeting in a series of meetings to begin the process of developing recommendations for Town Council to consider when planning the 2014 Targets for Action. At this meeting, the process for developing these recommendations was reviewed and updates were provided on the recommendation from last year. Prior to the meeting input was provided by a number of community members/groups on the status of their current efforts and recommended goals for the Town next year.

Meeting Two: On August 28 2013, the CPC met for a second time in the series on 2014 Target recommendations. Prior to this meeting a list of consolidated themes was developed for the Committee to review by filtering all knowledge gained to date and identifying common themes, which were then sort into two main categories of recommendations, "Economic Development" and "Enhance the Island Brand (emphasis on history, environment, recreation, arts and culture, access and quality of life)". The Committee gaged the relative importance of the different concepts by having each person attending identify his/her top five concepts of most importance. The results of this "dot vote" exercise are included with this memo as Attachment "A". This is still a list of high level concepts and has not been resolved to the Target level. The five concepts identified the most times are the basis for the first draft of preliminary recommendations that will be prepared for the next meeting. Additional input was also presented on other community initiatives, which can be found in Attachment "B".

CPC Meeting Three: On October 2, 2013, the CPC will meet to develop a preliminary draft of recommendations that includes key strategies and specific action steps recommended for implementation in 2014 by the Town.

CPC Meeting Four: TBD. The Committee will meet to finalize a list of recommendations to forward to the Planning Commission.

Following approval by the Committee, it will then be provided to the Planning Commission for consideration. Following the approval of the Planning Commission, the list will be provided to Town Council in advance of their annual retreat.

Attachment "A"

Economic Development Concepts

Dot Vote
Results

High Interest Concepts

13 **Wireless Infrastructure - Necessary Infrastructure for Economic Development to support new and existing businesses to reduce entry costs and facilitate innovation and development.**

13 **Connectivity and Circulation (Economic Development and Brand Enhancement)**
--Develop Island Master Plan
--Complete Streets (Consider pathways, streets, parking
Public Transportation including access to the Island.)

13 **Education**
--K-14 vs. K-12 Mentality
--Attack Serious Youth Unemployment
--Role for Government Funding for K-13 & K-14 (For residents)
--Center for Service Leadership

Economic Development Corporation Related

9 **Corporate Hospitality**
--Need Segment Penetration Plan.
--Resolve Weaknesses (Accommodations, Airport, Telecom.)

5 **Segment Enhancement Plan for Healthcare**

Low Interest Concepts

1 **Plan for Excess Commercial Space**
--Reduce Inventory
--Focus on Investment Zones like Northridge

1 **Create a conceptual plan for scenic road around Skull Creek.
(Riviera Style for scenic water views.)**

1 **Water Transportation - Develop Ferries (Savannah...) etc.**

0 **Plan/Concepts for Affordable Workforce Housing, includes Transportation.**

Enhance Island Brand Concepts

Dot Vote
Results

High Interest Concepts

22

-Focus on Culture, Arts and Learning

- Arts Center
- HHI Institute
- Ecotourism
- Gullah/Geechee Culture (Participation in Gullah-Geechee Corridor)
- Historical Destinations on Island

Low Interest Concepts

2

-Sustainability

- Baseline Assessment
- Funding Assistance
- Requires Focus

Know2 Beaufort County

Recommendations to the Planning Committee for Targeted Actions for 2014

1. What are your group's main objectives?

The primary objective of Know2 is to fundamentally alter the way Beaufort County regards education. Our mission is for every individual in Beaufort County to know two things:

- 1) Education is crucial to *my* personal success.
- 2) Education is available, affordable, and achievable for *me*.

Our job is to change the culture around education such that every man, woman, and child in Beaufort County not only recognizes its importance but believes it is a feasible reality for him/her and people like him/her. We are battling a culture of disbelief in one's own abilities in certain socio-economic sectors, and this is what prevents us from attracting and transitioning into a knowledge-based economy.

The positive social and economic benefits of having a well-educated community are well documented. Research also shows that a community's culture towards education is one of the most important and one of the only clear factors in determining educational outcomes. We are therefore endeavoring to publically spotlighting the importance of education within all social, religious, political, and economic silos of Beaufort County's communities, demonstrating its potential impact in those areas and helping individuals see educational attainment as feasible and important.

2. What projects/efforts are you currently working on?

- 1) Create a county-wide public campaign to "brand" education for the purpose of achieving the following:
 - Every individual will know two things:
 - Education is crucial to my personal success.
 - Education is available, affordable, and achievable for me.
 - Spotlight the importance and potential impact of education for targeted business/economic sectors, governmental bodies, religious communities, and demographic populations individually;
 - Increase local, public discourse on education through popular media outlets and area events.
- 2) Build complementary programs that allow individuals and groups in the county to become proactively involved in this culture shift, potentially to include the following:
 - A county-wide Scholarship Program that provides two years of financed higher education at local institutions to all Beaufort County residents with a high school degree or equivalent, locally funded through a "last dollar in" system.
 - A Neighborhood Ambassadors program that trains and educates representatives from targeted communities so that they can serve as ambassadors for the program among their peers, carrying the message through more channels (in terms of numbers) and more highly trusted sources (coming from peers).
 - A College Savings program that starts in Kindergarten, which will develop a "college bound mentality" in every child starting at the earliest age and which will also provide an avenue for parent education over the child's academic lifetime to reinforce the belief that higher education is possible for their child.

- A Know2 Endorsement Program which will publically highlight existing education programs in Beaufort County that are doing outstanding work addressing one of the three key impact areas: early childhood education, high school to college transition, and adult education.

3. What near-term goals or actions would you recommend that the Town Council achieve in 2014.

- Publically declare the Town's recognition and support of the importance of education by specifically acknowledging the role it will play in the Town achieving its broader economic goals.
- Support of strong cross-collaboration between Know2 and the Economic Development Corporation as both entities take root in the coming year.

Kingsport Outcomes So Far

“Advanced Learning as a Key to Unlocking Economic Growth”

Education

- **23% increase in high school graduates**
- **248% increase in HS grads going directly to college**
- **27.5 % increase in adults with Associate Degrees**
- **19.2 % increase in adults with Bachelor’ s Degree**

Employment

- **Lost 12,600 manufacturing jobs**
- **Gained 22,600 jobs in service, health care, professional**
 - **Eastman doesn’ t hire anyone with just a H.S. diploma**

Income

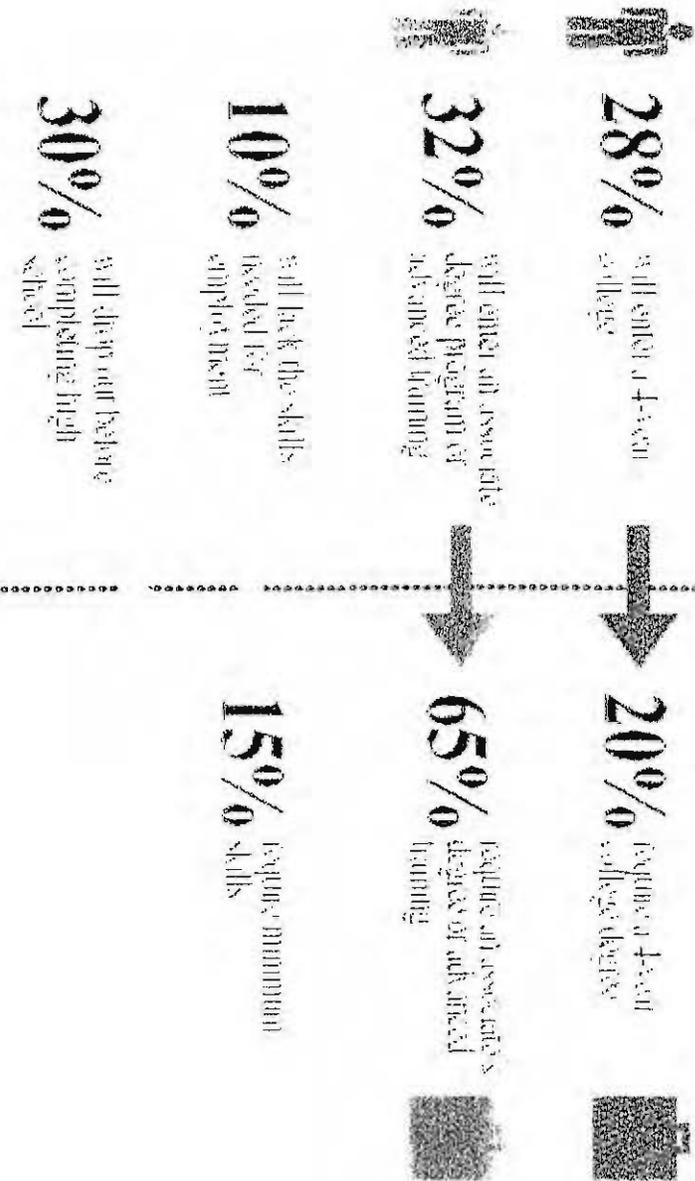
- **Median family income up 20%**

The Workforce Gap

Where 9th Graders
Are Headed?

VS.

Where the Jobs Are?





Guiding Principles

What is the Imagination series?

Imagination is a recurring annual series of expanding programs on Hilton Head Island combining intellectual content, clean and wholesome family fun, engagement with others for intellectual stimulation, and personal growth through appreciation of the arts and cultural activities.

Where do we want to be at the conclusion of Imagination 2015 (Year 3)?

By the conclusion of the Year 3 program, we will want to have:

1. Developed a pattern for annual programming which is worthy of national recognition
2. Impacted the HHI reputation and brand so that it is seen as a place for healthy family fun while participating in opportunities for personal growth and development
3. Created a permanent subsidiary organization under the Institute with people and procedures capable of financing, planning, programming, marketing and conducting each subsequent annual program
4. Begun to introduce HHI and the region to a new generation
5. Established an attendee base that falls in love with HHI and wants to visit often

How does Imagination support the Institute's mission?

The recurring fall program will give the Institute legitimacy and gravitas and provide the springboard from which additional future activities can launch.

What is the mission of Imagination 2013?

The mission of Imagination 2013 is purposely modest for Year 1:

1. To attract sufficient patrons and delight them
2. To establish the Institute brand in terms of quality and values emphasis
3. To begin to demonstrate what the Institute can do for the region

What will be the first year goals and measures of success for Imagination 2013?

The year one measures of success will be:

1. Delivering on the mission without incurring debt
2. Drawing 50% of 1,000 attendees from off Island (measured by registration address)
3. Attracting 10% of attendees with children (measured by registration information)
4. Attracting 30% of attendees younger than 50 (measured by registration information)
5. Delighting 80% of attendees (measured by customer-feedback survey)
6. Establishing a firm programming base on which to build and improve (measured by customer-feedback survey)
7. Producing a measureable economic impact of \$2,000,000
8. Engendering widespread community support and excitement by securing funding and volunteer efforts to cover 35% of the event costs for 2 additional years
9. Securing sustaining corporate sponsorships for 35% of the event costs for 2 additional years

What are non-negotiable, essential elements of Imagination 2013?

1. Excellence and quality in all we do
2. Safety and security for all involved
3. Conservative with respect to finances
4. Protective with respect to the reputation and brand of HHI and the Institute

What are our values?

1. Growth and rejuvenation
2. Optimism, energy, enthusiasm, and creativity
3. Openness and global frame of reference
4. Stewardship manifested in strength and sustainability
5. Giving back

What will we emphasize?

1. Imagination and creative sparks
2. Curiosity
3. Engagement with others
4. Multi-generational engagement
5. Multi-cultural engagement
6. Objective presentation of important issues
7. Clean wholesome fun provided by HHI's recreational offerings
8. Appreciation of culture & the arts
9. Personal growth
10. Presentation of Hilton Head Island and the region in the most positive light
11. Celebration of the qualities which make Hilton Head Island and the region unique

12. Our natural environment

Who is our market? What do they want? What do they value?

To the greatest extent practicable, the target market for Imagination 2013 (Year 1) is made up of upwardly mobile non-residents aged 35-70, living within 1,000 miles of Hilton Head Island. They want to have fun, learn and grow, engage with others, and relax in natural settings. They are intellectually curious, interesting people who would add to our community if they lived here.

What is our promise?

To our target market: Hilton Head Island is a place to have healthy fun for the whole family while learning and growing.

To our community: The Hilton Head Island Institute creates high-quality offerings that portray our community positively and that add to our quality of life as a destination and home.

How are we going to reach the market audience for Imagination 2013?

We will seek professional advice for the final plan. Preliminary ideas include

1. Networking and social media – we think a significant number of 2013 off-island attendees will be friends, family, or associates of Island residents
2. Multiple partnerships, which will include
 - a. The Hilton Head-Bluffton Chamber of Commerce;
 - b. The Realtors' Association;
 - c. The Golf Course Owners Association;
 - d. The Marriott, Westin, Sea Pines and other resorts
3. Online terminals including the Institute website

What resources will it take to deliver (time, money, talent)?

We are continuing to assess our budget and other resource requirements against what is available.

What funding is available?

We are in the midst of fundraising. March 1 is a significant decision point for budgeting and funding.



**For Hilton Head Island Institute Board Consideration August 26, 2013
Resolution Regarding 2014 Institute Programming:**

Resources permitting, the plan for 2014 Hilton Head Island Institute programs includes:

- At least two single-focus events that target audiences with specific interest in the focus subjects. Potential focus subjects include education reform, financial markets, international cooperation, and government accountability. These events will be sponsored by individuals or groups, located in major resort venues, and presented in cooperation with the Institute.
- Four full days of continuous programming for Imagination 2014 in mid-October, preceded by another single-focus event. The target audience currently resides primarily off-island and is likely to consider repeat visits and possible future re-location to Hilton Head Island. Imagination 2014 will strive for 1) a greater ratio of entertainment and recreation to lectures than was scheduled in 2013, 2) greater involvement of the local arts and cultural community, and 3) appeal and impact upon a larger region.
- A professional program director will be engaged to plan and execute these events. The program director will have the ability to integrate intellectual content, recreation opportunities, and arts and cultural offerings in a manner that attracts the appropriate target audience.

**Resolution passed by Board
Monday, August 26, 2013**

HILTON HEAD ISLAND INSTITUTE

Arts and Cultural Council & Friends
Monday, July 29 2013



HILTON HEAD ISLAND
INSTITUTE

1

One of the best days of my life was when we met in this room December a year ago. We put forward to you,... an idea for what has become the Hilton Head Island Institute. We put forward an idea for an annual recurring series on Hilton Head Island, a series that combined lectures, seminars, recreation and cultural and artistic performances. And all of you essentially said: We like it—We support it--Go for it!"

What We Are....

- A NEW ORGANIZATION (501(c)3)
- WHOSE PURPOSE IS TO

Advance the future vitality of the region,
Enrich the lives of residents and visitors, and,
Celebrate and conserve the uniqueness
of Hilton Head Island

Our first step was to create the organization, the Hilton Head Island Institute. We see our purpose in--- (READ THE SLIDE)

What is the real role of the Institute?

We see the Institute:

- As much more than the Community series and Imagination 2013
- As having a unique role to play in the Community
- A catalyst for enhancing the intellectual richness of the Island

3

We hope to make the Institute a body that will enhance the intellectual richness on the Island. Through our programs and activities we want to be a catalyst and facilitator to that end.

The Path to Intellectual Richness

- Create environments that stimulate ideas and engage community
- Advance meaningful and beneficial change in the way we relate to one another and the world around us

4

We want to bring people together....

Creating environments that stimulate ideas and engage community,..

Advancing meaningful and beneficial change in the way we relate to one another and the world around us.

We will know we are there when....

Hilton Head Island
is seen as

A World Class Community
and
An international destination for
Ideas and Action

5

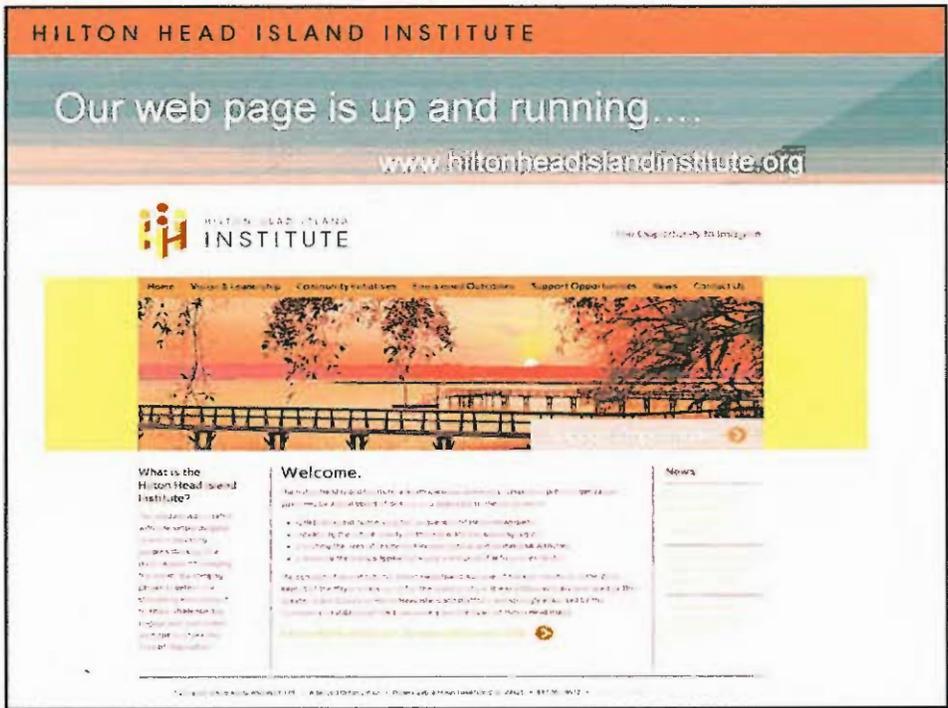
We want Hilton Head Island to be seen as a world class community,... a community known for its culture, energy, and intellectual exploration. We want to achieve a community recognized as an international destination for ideas and action.

There is no doubt that the Hilton Head Island Institute is still a work in progress. We are starting small and are planning to grow. By no means is everything at this stage fully defined. But we are underway,...and we are and moving forward.



We are doing the things typical of any new organization. We started with getting the big rocks in the jar!

We have been gathering resources. This is what our founders pledge card looks like.



Our Web Page is up and running. I hope that when you get home today you will take a look at it,...at

www.Hiltonheadislandinstitute.org

Have our Key People

- Board of Directors -- *In Place*
- Executive Director -- *In Place*
- Staff Expertise -- *In Place*

8

In addition to incorporating, we have established our Board of Directors, retained an Executive Director, and have brought on board a number of people with past experience relative to our first project.

Who We Are....



9

Here is some of our Human Capital. It is our Board of Directors and our Executive Director.

Left to right: Kaye Black, David Ames, Jim McCleod, Center Front our Chairman Allen Ward, Dudley King and Myself. Our exectutive Director Jack Alderman is in the Bottom Right. Not shown is Board Member Gail Quick. With the exception of myself, all with a long track record of active participation in the community.

HILTON HEAD ISLAND INSTITUTE

First Year Major Event



10

Let's talk about Imagination Twenty-Thirteen.

Imagination 2013 Purpose

- Bringing additional visitors to Hilton Head Island
- Expanding the brand
- Demonstrating a new concept for organizing & collaborating

We have three purposes in putting on this series.

First, we want to demonstrate that we can bring additional visitors to the region. We wanted to do something that would have tangible benefit and strengthen the local economy. And when I speak of economy, I am talking about the economy of Beaufort County, and not just Hilton Head Island. We want to introduce a new generation to the region, coming back each year, and potentially joining the cadre of future residents.

Second, we wanted to show that we could help expand the brand. The reputation of our Island is as a place for beach, tennis and golf. That is a good thing, and we want to add to it. We want to make Hilton Head Island known for intellectual and cultural pursuits, as well as beach, tennis and golf. That is what we mean by expanding the brand. This project starts us down that path.

Finally, this first project also gives us the first opportunity to collaborate with some of the many wonderful organizations in our area,.... mainly you all. We think that by partnering with as many of you as is practicable, we can enrich our first offering, and set the stage for more good work in the future.

Engaging People

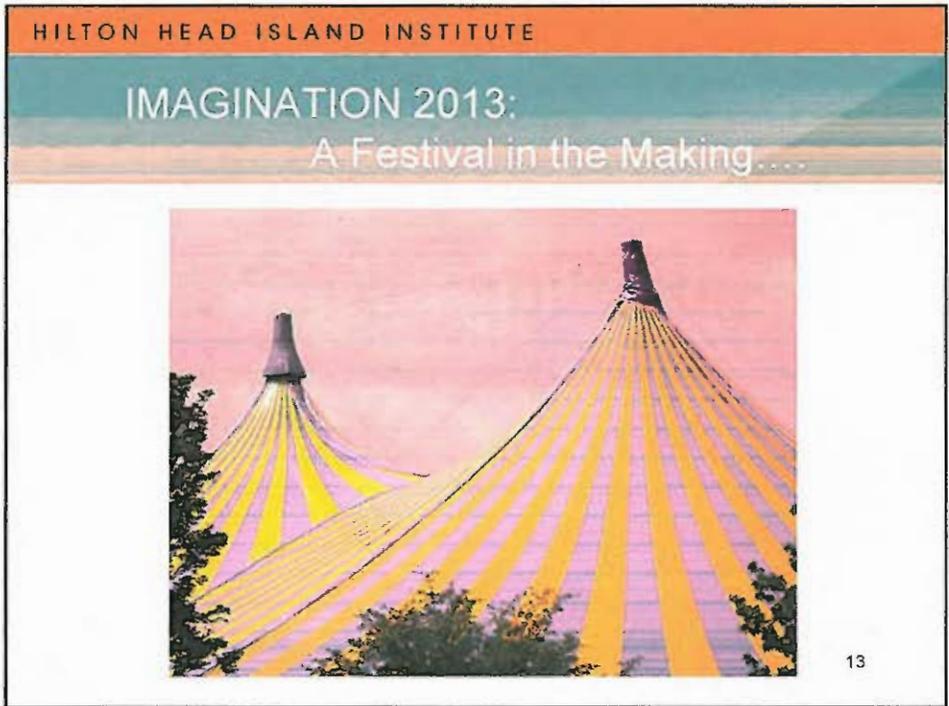


The mornings will focus on intellectual content through lectures and engagement. The themes for the morning sessions are:

From Success to Significance,...on leading meaningful lives

Preparing for the Future,... on Technology, Business and People

Rethinking Learning,... on Innovative Education



We have the big rocks in the jar. Created and staffed the Institute, raised enough capital to put on the event, secured the venue, determined appropriate themes, and engaged principal speakers. All of that took longer than we at first thought it would, but I am pleased to say that it has all been accomplished.

It's Coming this Fall

- To a beautiful venue near you
- October 23-26

Be a part and
make it great!

So, its time to end this presentation and begin what I hope will be a useful and productive discussion.



HILTON HEAD ISLAND
INSTITUTE