

**Hilton Head Island  
Economic Development Corporation**

**Tuesday, October 14, 2014**

**9:00 a.m. – Palmetto Electric Community Room**

**111 Mathews Drive**

**Hilton Head Island, SC 29928**

*Note: Please park and enter through the back of the building*

**AGENDA**

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

- 1. Call to Order**
- 2. Freedom of Information Act Compliance**  
Public notification of this meeting has been published, posted, and mailed in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.
- 3. Approval of Minutes from September 23, 2014**
- 4. Appearance by Citizens**
- 5. Presentation:** Mr. Eric Esquivel, La Isla Magazine
- 6. Presentation:** Mr. Jim Collett, Chair, Telecommunications Task Force
- 7. Executive Director Report**
- 8. Unfinished Business**
- 9. New Business**
  - a. Themes from Stakeholder Meetings
  - b. Guiding Principles and Key Attributes
- 10. Executive Session**
  - a. Discussion of matters related to potential economic development.
  - b. Discussion of contractual matters.
  - c. Discussion of matters related to employment, appointment, compensation of employees.
- 11. Adjournment**

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

# Hilton Head Island Economic Development Corporation

## Minutes of Tuesday, September 23, 2014

**Members Present:** Steven Carb, Carlton Dallas, John Joseph, Diana McKenzie, Steve Riley, Tom Upshaw, Ray Wenig

**Members Absent:** Maryann Bastnagel

**Town Council:** Bill Harkins

**EDC / Town Staff:** EDC Executive Director Don Kirkman, Charles Cousins, Shawn Colin, Eileen Wilson

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**1. Call to Order:**

Chairman Upshaw called the meeting to order at 9:00 a.m. in the Community Room at Palmetto Electric on Hilton Head Island.

**2. Freedom of Information Act Compliance.**

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

**3. Approval of Minutes from September 9, 2014.**

The minutes of September 9, 2014 were approved as presented.

**4. Appearance by Citizens.** None

**5. Presentation** by Dr. Jeffrey Moss, Superintendent, Beaufort County School District. Dr. Moss stated that he always believed that education and economic development go hand in hand. Dr. Moss announced that the Beaufort County School District will introduce a dozen new and expanded career and technical education programs over the next three years at each of the district's five high schools, as well as a future high school in Bluffton. The goal is to graduate students who can actually go into high-skill, high-tech, and high-demand jobs.

The new and expanded programs will include agricultural science/aquaculture; finance and law; public safety; advanced manufacturing/mechatronics; aviation; avionics/electronics technology; and cybersecurity which will begin in a multipurpose building at Battery Creek High School in the 2015-16 school year. Expansions are also planned for the health sciences programs at Beaufort High School and the culinary programs at Hilton Head Island High School.

The School District will be starting an innovation incubator this spring. Students will apply for this program that will train students on how to formulate a business plan and how to take an idea from design to market. There will be a shark tank environment. The goal is to keep local talent and grow the local community. Beaufort County School District wants to ensure that students leave high school with both an academic and career foundation. The school district wants to create high level industry based opportunities for students. Dr. Moss requested the EDC's help in identifying the types of businesses that would be best to prepare our students for, so that businesses being recruited to Beaufort County can find the skilled workers they need. The Beaufort County School District would like to be partners with all economic development groups in the County.

There was discussion about how the low ranking of the State of South Carolina schools impacts the recruitment of families and businesses to this area. Dr. Moss responded that Beaufort County performs much higher and should not be lumped in with the state rankings, Beaufort County needs to be separately ranked, and Beaufort County and Hilton Head Island test scores and other metrics should be compared on a national and international level.

The EDC complemented Dr. Moss on the positive changes he has brought to Beaufort County School District and opening the minds of students to go far and be successful.

- 6. Presentation** by Bea Wray, Executive Director of The Creative Coast. Ms. Wray introduced Mr. Murray Wilson, a board member with The Creative Coast. Ms. Wray stated that The Creative Coast builds and supports the network of local businesses through mentoring and connecting individuals to the resources they need through its well established and trusted network.

**Upcoming programs:** StartupLounge on October 9, 2014 from 5:30p.m. to 7:30p.m. This is an event where entrepreneurs can meet with investors from the region. StartupLounge works to improve the capital environment for early stage companies with high growth potential throughout the Southeast. This year The Creative Coast has joined forces with SCAD and the Technology Association of Georgia (TAG) to welcome 10 investors from Atlanta as part of an investor weekend.

Geekend will take place November 13-15, 2014 at the Coastal Georgia Center in downtown Savannah. This event brings together designers, coders, innovators, artists, technology mavericks, and forward-thinking entrepreneurs to Savannah for several days packed with cutting edge speakers and networking opportunities.

Fast Pitch takes place on March 5, 2015 and is a concept that allows for entrepreneurs to make a three minute pitch of their innovative venture and be assessed as to the viability of their venture by local community leaders, academics, and investors. Coaching and feedback is provided before, during, and after the pitch.

TED is a nonprofit organization devoted to Ideas Worth Spreading. It started as a four-day conference in California 25 years ago. TEDx was created as a program designed to give communities, organizations and individuals the opportunity to stimulate dialogue through TED-like experiences at the local level. Their talks are then made available for free at TED.com.

Ms. Wray stated that The Creative Coast looks forward to working with the EDC and reminded those present that it is a badge of honor to live and do business on Hilton Head Island. Ms. Wray encouraged the EDC to attend these events and get the EDC logo visible. Ms. Wray announced that there will be a meeting on October 22, 2014 on the lowcountry economic development ecosystem which will include a tour of SCAD.

Ms. McKenzie made a motion recommending the EDC be a \$500 sponsor for the upcoming StartupLounge event. Mr. Wenig seconded the motion. The motion passed unanimously.

7. **Executive Director Report:** Mr. Kirkman reviewed the status of various meetings and program activities. Mr. Kirkman suggested the EDC invite a representative from the Chamber of Commerce and a representative from SCORE to attend an EDC meeting in October to talk about what programs are available in Beaufort County for small business and entrepreneurs. Mr. Joseph gave a brief report on the EDC financial statement for July and August 2014.
8. **Old Business:** None
9. **New Business:**
  - a. **Economic Development Contact List:** Mr. Kirkman distributed a list of various contacts he has met with and ones he will meet with at a future date. The list of contacts is prioritized and EDC Board members provided feedback regarding prioritization and adding additional contacts to the list.
  - b. **HHI EDC Talking Points:** Mr. Kirkman stated that with the talking points he wanted to create a common frame work for discussing economic development on Hilton Head Island. The talking points are intended to help stakeholders use a common language to discuss economic development issues. Mr. Kirkman emphasized that in his opinion the greatest economic development successes will derive from leveraging the familiarity people have with Hilton Head Island and their desire to come here. He emphasized that it is far more cost-effective to attract economic opportunities from people who are already connected to Hilton Head Island and many good ideas and powerful connections already exist here among residents, second home owners, and regular visitors. Mr. Kirkman stated that the EDC needs to be prepared to take a set of recommendations or ideas to the Town Council at their December workshop.
  - c. **Preliminary Targets.** Mr. Kirkman distributed a very preliminary list of targets categorized by audience, geography and sectors. He noted that this was merely a starting point for future Board discussion.

## 10. Executive Session

At 10:25 a.m. Ms. McKenzie made a motion to go into executive session to discuss matters related to employment and economic development. Mr. Joseph seconded. The motion passed unanimously.

At 10:50 a.m. the EDC came out of executive session and resumed the meeting. The EDC Board recommended that Mr. Kirkman proceed with posting the Economic Development Marketing Coordinator/Executive Assistant position.

Mr. Joseph stated that the EDC should trademark their EDC logo, and that HunterMacLean had generously agreed to handle the legal work on a *pro bono* basis. Ms. McKenzie stated that her firm will take care of the trademark procedure at no cost to the EDC other than filing fees and related out-of-pocket expenses.

## 11. Adjournment.

There being no further business, the meeting adjourned at 10:55 a.m.

Respectfully submitted:

Eileen S. Wilson  
Sr. Administrative Assistant  
Community Development

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Thomas Upshaw, Chairman