Hilton Head Island
Economic Development Corporation

Tuesday, October 28, 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

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 October 14, 2014**
4. **Appearance by Citizens**
5. **Executive Director Report**
6. **Treasurer Report**
7. **Unfinished Business**
8. **New Business**
   a. Discussion of EDC recommendations for Town Council December Off-Site Workshop
9. **Executive Session**
   a. Discussion of matters related to potential economic development.
   b. Discussion of matters related to employment, appointment, compensation of employees.
10. **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, October 14, 2014

Members Present: Maryann Bastnagel, Steven Carb, Steve Riley, Tom Upshaw, Ray Wenig

Members Absent: Carlton Dallas, John Joseph, Diana McKenzie

Town Council: Bill Harkins, John McCann

EDC / Town Staff: EDC Executive Director Don Kirkman, 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 23, 2014.**
   The minutes of September 23, 2014 were approved as presented.

4. **Appearance by Citizens.** None

5. **Presentation by** Mr. Jim Collett, Telecommunications Task Force (in the process of being renamed Information Technology Task Force. Mr. Collett provided background on the creation of the Telecommunications Task Force, as well as its activities since inception. He noted that HHI historically made it too hard to build towers, but the Town has made significant progress to remove some of the impediments for companies to build towers up on the Island. A new tower is under construction in Hilton Head Plantation, and other towers are under discussion. He stated that carriers control the decision of when and where towers are constructed, and Verizon and AT&T control approximately 80% of the HHI market. Cellular service and broadband/data transmission are critically important to economic development on the Island, impacting tourism, real estate, and business attraction. The Task Force developed data on cell coverage and worked with carriers to identify fiber, but the Task Force is still looking for a way to measure actual speed. Mr. Collett said carriers were still seeking to expedite the time between the decision to locate a tower and the completion of construction, since delays often mean funding for tower projects gets shifted to other places

6. Presentation by Eric Esquivel, La Isla Magazine. Mr. Esquivel presented an extensive PowerPoint presentation containing demographic and economic information on Latino/Hispanic populations nationally and in Beaufort County. He spoke to the need for Hilton Head Island businesses to reach out to Latin American/Hispanic consumers, which

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control significant economic wealth. Mr. Esquivel presented data on business ownership by Latino/Latina population, as well as their consumer spending tendencies. His presentation included a number of recommendations regarding doing business with the Latino/Hispanic community and supporting Latino/Hispanic businesses. There was an extensive question and answer session.

7. **Executive Director Report:** Mr. Kirkman reported that over 48 applications have been received for the HHIEDC position. Town HR staff will assist with the initial screening process. The HHIEDC webpage is live and a preliminary draft of 8-page site has been submitted to Smart Marketing for review. Mr. Kirkman reviewed just a few of the many meetings he participated in since September.

8. **Unfinished Business: none**

9. **New Business**:
   a. **Themes from Stakeholder Meetings:** Mr. Kirkman provided a handout containing key findings and themes that emerged from his meetings with each of the Town Council members and Tom Lennox. He reviewed the handout and responded to questions from the Board. Council members Bill Harkins and John McCann also offered their perspectives on economic development on Hilton Head Island.

   b. **Guiding Principles and Key Attributes**: Mr. Kirkman distributed a handout that contained Town Council Guiding Principles, Goals, Policy Priorities and Management Priorities on one side and the Greater Island Council's Key Attributes on the other. He also distributed a handout containing specific recommendations that the Greater Island Council submitted to the Town Council, several of which directly affected economic development.

   c. Mr. Riley announced that Hargray had approved a Rural Development Act grant to the Town of Hilton Head Island of approximately $275,000 for road improvements in the Pope Avenue area that will serve the USCB campus and surrounding areas. He noted that a similar application was being submitted to Palmetto Electric.

At 11:10 a.m. Ms. Bastnagel made a motion to go into executive session to discuss matters related to employment, contracts and economic development. Mr. Wenig seconded the motion. The motion passed unanimously.

At 11:25 a.m. the EDC came out of executive session and resumed the meeting. Ms. Bastnagel made a motion to authorize Mr. Kirkman to proceed with negotiations on a one-year, annually renewable lease on office space at 4 Northridge Drive in the building owned and occupied by the Community Foundation of the Lowcountry. Mr. Wenig seconded the motion. The motion passed unanimously. No further action was taken as a result of executive session.

10. **Adjournment.**
There being no further business, the meeting adjourned at 11:30 a.m.

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Respectfully submitted:

Eileen S. Wilson
Sr. Administrative Assistant
Community Development

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Thomas Upshaw, Chairman

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