

**Hilton Head Island
Economic Development Corporation**

Tuesday, May 27, 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 May 13, 2014**
- 4. Old Business**
- 5. New Business**
 - a. Greater Island Council Vision Committee Presentation– Jack Alderman
 - b. EDC FY2015 Budget
 - c. Nominating Committee (expiring terms)
 - d. Executive Recruitment Update
 - e. Discussion of schedule for upcoming presentations
- 6. Appearance by Citizens**
- 7. Executive Session**
 - a. Discussion of potential contractual arrangements and potential economic development projects.
- 8. 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, May 13, 2014

Members Present: Maryann Bastnagel, Steven Carb, Carlton Dallas, John Joseph, Diana McKenzie, Steve Riley, Tom Upshaw, Raymond Wenig

Town Council: Mayor Laughlin, Bill Harkins, John McCann, George Williams

Town Staff: Charles Cousins, Shawn Colin, Nancy Gasen, Brian Hulbert

1. Call to Order

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

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 April 22, 2014

The minutes of April 22, 2014 were approved as presented.

4. Old Business – none

5. New Business

- a. **Comments from Mayor Laughlin.** On behalf of Town Council, the Mayor thanked the EDC members for their service and dedication. The Mayor stated that the Town Council is confident that they have selected the right people to do this job. Town Council is committed to this economic development effort and understands it requires a long term commitment. There is no instant gratification in economic development business. We have an unusual demographic for a community of our size. We need to grow and develop opportunities across generations - that is how communities thrive. Most entities or municipal or county departments that are successful with economic development have been at it a long time. We must work cooperatively with the Chamber, Economic Alliance, Department of Commerce, Beaufort County and all these entities not compete with them.

The Mayor stated that this is a sector by sector effort. We cannot just recruit individual businesses; we need to grow what we have. We must not neglect those doing business here now. The hospital and healthcare arena is a very fertile ground for growing the economy on Hilton Head Island.

- b. **Executive Recruitment Firm – Needs Assessment Report.** Mr. Dallas reported that the EDC received the feedback results from the interviews that were conducted by PACE. This feedback is very helpful and informative. The feedback is verbatim and put into categories but does not reveal the source of the feedback. Mr. Dallas stated that EDC members can submit to him edits regarding the job description that PACE will be sending out to potential candidates for the Executive Director position.
- c. **Proposed EDC Employment Structure.** Mr. Dallas stated that after thoroughly reviewing other alternatives, the most cost effective decision would be for the Executive Director to be a contract employee of the Town and leased to the EDC. The Town's benefit package will be a major attraction to potential candidates. The EDC will manage and direct that employee and provide feedback to the employee. EDC must meet certain legal and regulatory requirements in order to keep autonomy.
- d. **Discussion of schedule for upcoming presentations.** EDC members will submit their suggestions for upcoming presentation to Ms. Bastnagel and she will coordinate with Mr. Colin.

6. Appearance by Citizens – none

7. Executive Session

At 10:00 a.m. Mr. Joseph made a motion to go into Executive Session to discuss potential contractual arrangement. Mr. Dallas seconded. The motion passed unanimously.

At 11:20 a.m. Chairman Upshaw opened the meeting.

Mr. Joseph made a motion that the EDC authorize Chairman Upshaw to negotiate and enter into an employee lease agreement with the Town. Mr. Dallas seconded. The motion passed unanimously.

The next EDC meeting will be on Tuesday, May 27, 2014 at 9:00 a.m. at Palmetto Electric Community Room on Mathews Drive. There will be a Town Council budget workshop on Thursday, May 29, 2014 at 4:00 p.m. – the EDC members are encouraged to attend to show support for the budget.

8. Adjournment

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

Respectfully submitted:

Eileen S. Wilson
Sr. Administrative Assistant

G. Thomas Upshaw, Chairman

MEMORANDUM

TO: EDC

FROM: Stephen G. Riley, Town Manager 

DATE: May 22, 2014

RE: **Town Council Mid-Year Workshop**

Town Council conducted their mid-year workshop on Monday May 19th with their facilitator Lyle Sumek. One of the many topics of discussion was the Town's economic development efforts via the Economic Development Commission. The conversation was similar to that of the Mayor's conversation with the EDC at your last meeting.

Out of the conversation that day, the following document was generated for Council by Mr. Sumek. I share it with you for informational purposes.

HILTON HEAD ISLAND ECONOMIC DEVELOPMENT CORPORATION

PRIMARY PURPOSES

1. To develop a knowledge base about the local economy and economic redevelopment on Hilton Head Island
2. To serve as an economic resource by continuously evaluating the Hilton Head Island opportunities, gaps and impediments to economic growth and redevelopment
3. To market and showcase Hilton Head Island as a "Great Place to Live" and "Positive Environment for Business"
4. To support the retention and growth of current Hilton Head Island businesses
5. To assist Hilton Head Island Town Government in creating a positive environment for business development and investment

HILTON HEAD ISLAND ECONOMIC PILLARS

1. Resort: Enhancement and Expansion
2. Wellness, Medical and Health Related
3. Retirement
4. Education
5. Quality of Life: Individuals Making the Choice to Live on Hilton Head Island

GUIDELINES

1. Developing a Hilton Head Island reputation as a "Positive Climate for Business"
2. Attracting business individuals who have a personal choice where to live
3. Attracting "Pillar" businesses and support or complimentary businesses
4. Developing infrastructure necessary to businesses
5. Working with regional economic partners: avoiding economic development "silos"

GOALS FOR 2020 and MEASURES OF SUCCESS

GOAL 1: *Change the demographics of Hilton Head Island: maintaining affluence and becoming younger*

MEASURES OF SUCCESS

1. Age
2. Income
3. Number of Families
4. Young Professionals

GOAL 2: *Increase the number of businesses targeted as "Economic Pillars" on Hilton Head Island and expands the number of job opportunities*

MEASURES OF SUCCESS

1. Number of New Businesses
2. Number of New Quality Jobs
3. Number of Jobs Retained
4. Investment by Current Businesses

GOAL 3: *Increase property values on Hilton Head Island*

MEASURES OF SUCCESS

1. Residential
2. Commercial

GOAL 4: *Expand the Resort Economy by expanding the "off season" while reducing the percentage of Hilton Head Island's overall economy*

MEASURES OF SUCCESS

1. Number of visitors becoming neighbors and business owners
2. Number of visitors during the "season"
3. Number of visitors during the "off season"
4. Resort Percentage of total Hilton Head Island economy
5. Visitor Profile: length of stay, spending during stay

EXECUTIVE DIRECTOR

- + To be hired and fired by the Hilton Head Island EDC
- + A Town employee for benefits, administrative purposes and accountability based upon Town and State legal requirements