

**THE TOWN OF HILTON HEAD ISLAND
MAYOR'S TASK FORCE FOR THE FUTURE
MINUTES OF MEETING**

Dave Ames, *Chairman*
James N. Richardson, Jr., *Vice Chairman*
Mark Baker
Tom Barnwell
Steve Birdwell
Marc Frey
Joe Harden
Peter Kristian
Elizabeth Lamkin



Gail Quick
Willis (Bud) Shay
David Tigges
Kumar Viswanathan

Non-Voting Members:
Drew Laughlin, *Council Liaison*
Steve Riley, *Town Manager*

Minutes of the February 22, 2010 meeting

Time: 4:00 p.m.

Place: Benjamin M. Racusin Town Council Chambers, Town Hall

Members Present: Dave Ames, *Chairman*; James N. Richardson, Jr., *Vice Chairman*; Mark Baker; Tom Barnwell; Steve Birdwell; Peter Kristian; Elizabeth Lamkin; Gail Quick; Bud Shay; Kumar Viswanathan; Joe Harden; *Committee Members*; Drew Laughlin, *Council Liaison*; Steve Riley, *Town Manager*.

Members Absent: Marc Frey, David Tigges.

Others Present: Thomas D. Peeples, *Mayor*; George Williams, John Safay, *Council members*.

Staff Present: Charles Cousins, *Director, Community Development Dept.*; Shawn Colin, *Senior Planner*; Randy Nicholson, *Comprehensive Planning Manager*; Sue Blake, *Executive Assistant to the Town Manager*.

Media Present: Laura Nahmias, *Island Packet*

I CALL TO ORDER

Chairman Ames called the meeting to order at 4:00 p.m.

II 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.

III APPROVAL OF MINUTES

- **Regular Committee meeting of February 8, 2010**

Bud Shay moved to approve. Peter Kristian seconded. The minutes were approved unanimously.

IV REPORTS FROM COMMITTEES

- **Tourism Subcommittee**

Steve Birdwell advised that the tourism subcommittee met following the presentation by Peter Yesawich at the Chamber of Commerce. They determined that they needed some additional information from the Chamber so Marc Frey subsequently met with members of the Visitors and Convention Bureau to clarify some of the Bureau's data and further review the Chamber's marketing strategy.

The subcommittee has collected a tremendous amount of data and hope to schedule an extended meeting in the near future to review all of this data and determine their next course of action.

- **Retirement Subcommittee**

Bud Shay reported on their meeting at which Dr. John Salazar of USC-B Okatie Branch presented a survey document which he had prepared following committee provided guidelines to engage in a rather extensive process of surveying the retirement community on the Island.

- **Business Subcommittee**

Kumar Viswanathan advised that their meeting on February 15 was very productive and was well attended by interested non-members, such as the Chairman of the Town's Comprehensive Planning Committee. The meeting started with a discussion concerning the perception that the Town was a difficult place with which to do business. They further discussed how to make the process easier but consistent with the core values of the Town. They tabulated ideas about the infrastructure needed to attract desirable businesses: education was stressed; the need to update housing; the lack of nightlife and lack of a Town center were mentioned.

Chairman Ames commented that there was a lot of talent in the community and he encouraged all of the subcommittees to try to reach out to these people as a resource to confirm or to generate new ideas.

V UNFINISHED BUSINESS

- **SWOT Results**

Elizabeth Lamkin noted that the SWOT results were included in the Committee's agenda packets. She thanked everyone for their input. The SWOT is just one tool that they will use and hopefully, this will be something that both the Task Force and the subcommittees can use as they develop plans; especially with what's actionable and what's not.

- **Core Values**

Chairman Ames said that he thought it was important for the committee to not only vote on a selection of core values, but to go back and affirm the value of core values to the committee – why are we doing this and what was the criteria they were using to decide what the core values are? James N. Richardson, Jr. observed that it was necessary to establish a set of core values as a foundation to developing the future vision for the Town.

Kumar Viswanathan commented that the committee needed to target the core values that will attract the "X" and "Y" generations. Their core values are different than the age group represented on the committee today. Their core values will emphasize good

education. They like the quality of life here on Hilton Head Island, but they are also looking for other things. Mr. Viswanathan felt if they were going to keep the community young, attractive and alive then the committee needed to look at what they needed to do to pass it on to the next generation.

David Ames led a discussion about the list of core values that had been compiled based on a weighted voting by all committee members. He stressed that what was important at this stage, was the underlying gist of the statement, not necessarily the exact wording.

The values discussed were:

- We are guardians of our natural sea island.
- We cherish our history, arts, culture and diversity.
- We pursue excellence in our planning, projects and services.
- We work and volunteer for the greater good of our community.
- We are a friendly and hospitable community.
- We pursue a healthy and thriving business community.
- We embrace a safe, serene and healthy living environment.

The Chairman suggested that the above core values were guidelines at this stage of the Task Force business. Further “wordsmithing” would take place over time. Bud Shay moved to accept these as preliminary guidelines and to incorporate some of the comments made during the meeting to the extent that they do not change the underlying meaning of the core value, including the comment about learning. Elizabeth Lamkin seconded the motion. The motion passed unanimously.

VI NEW BUSINESS

- **Navigating the Comprehensive Plan Website, Shawn Colin**

Shawn Colin presented a website demonstration on accessing all the links to the Comprehensive Plan and related data.

VII ADJOURNMENT

The chairman adjourned the meeting at 5:20 p.m.