

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

Minutes of the May 10, 2010 meeting

Time: 3:30 p.m.

Place: Hilton Head Public Service District, Community Meeting Room

Members Present: Dave Ames, *Chairman*; Marc Frey; Steve Birdwell; Peter Kristian; Elizabeth Lamkin; Gail Quick; Tom Barnwell; Bud Shay; Mark Baker; *Committee Members*; Drew Laughlin, *Council Liaison*.

Members Absent: Kumar Viswanathan; Joe Harden; David Tigges; James N. Richardson, Jr., *Committee members*; Steve Riley, *Town Manager, Non-Voting member*.

Staff Present: Shawn Colin, *Senior Planner*; Sue Blake, *Executive Assistant to the Town Manager*.

Others Present: Bill Ferguson, *Town Councilmember*

I CALL TO ORDER

Chairman Ames called the meeting to order at 3:30 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

- **Special Meeting of April 19, 2010**
The minutes were unanimously approved by the committee.
- **Regular Meeting of April 26, 2010**
The minutes were unanimously approved by the committee.

IV REPORTS FROM COMMITTEES

- **Hospitality Subcommittee**
Steve Birdwell reported that they had scheduled a meeting with Susan Thomas of the Visitors and Convention Bureau to talk about the calculation of the annual visitor count but due to scheduling conflicts, they will arrange this discussion for a later date, to be determined.
- **Retirement Subcommittee**
Bud Shay, the chairman of the Retirement Subcommittee presented the committee's draft report. The purpose of the report was to: Consider the importance of residents/retirees on Hilton Head Island; Identify essential elements of lifestyle required to attract and maintain residents/retirees on Island; Review current input from residents/retirees on Hilton Head Island; and Recommend implementation strategies needed to create a lifestyle for future residents and retirees. (A copy of the power point will be posted on the website as an attachment to the minutes of the May 10, 2010 meeting.)

- **Business Subcommittee**

No report.

V NEW BUSINESS

- **Ad Hoc Committee on Data – Elizabeth Lamkin**

They met with Dr. Salazar and his data team from USC-B last week. The committee was very impressed with the depth, breadth and sophistication of the data models developed by Dr. Salazar's group. The data committee are thinking about how they want to move forward with the information captured by the USC-B team. USC-B could start this summer. Dave Ames asked Ms. Lamkin to prepare a summary of their recommendations so that the Task Force has those to consider on the retreat.

- **Unconstrained Vision Workshop – Marc Frey and Mark Baker**

Chairman Ames stated that he had asked Marc to provide a summary of the Vision Workshop so that those members who were not in attendance would have an idea what was said. Marc Frey said it was not necessarily based on facts or reality but more on wishes. Members on the discussion panel were developers, business people and members of the finance community. Marc Frey commented that David Ames asked them to develop a proposed vision statement. They have come up with: "Hilton Head Island strives to be the most desirable and unique small town on the East Coast to visit, live, work and retire." (A copy of the summary handout from the workshop will be posted on the website as an attachment to the minutes of the May 10, 2010 meeting.)

The Chairman, Dave Ames, asked different groups to work on projects preparatory to the scheduled retreat coming up on Monday and Tuesday of the following week. He also said that they have never taken Task Force action on the Core Values and he thought it was appropriate to do that. Dave Ames was suggesting that they do it in the context of combining the core values that they had looked at previously and the core value themes as input to a writer and have that person come back to the Task Force with a draft for their final approval. The proposal was moved, seconded and unanimously approved.

Steve Birdwell commented that the Marriott Hotel had hosted the lunch and meeting for the Vision Workshop and he suggested a letter of thanks might be in order. Steve Birdwell volunteered to send the letter. Dave Ames accepted his offer and remarked that the luncheon provided was excellent as were the meeting room facilities. It was moved, seconded and unanimously approved that the record reflects the appreciation of the Task Force members and the non-Task Force workshop panel.

- **Public Comment**

There was no public comment

VII ADJOURNMENT

The meeting was adjourned at 5:02 p.m.

IF unconstrained vision 25 years

Outside parameters:

1. Things that are likely to change:

- a) Aging (increased desire to feel healthy)
- b) GRIN technologies (GRIN = Genetics, Robotics, Internet, Nano-technology)
- c) The digital universe will change how we interact with the world, how we learn, socialize, work and lead to a loss of privacy
- d) Environmental challenges and opportunities
- e) Sustainability (on all levels) becomes the main theme for individuals, families, corporations and nations

2. Things that are likely NOT to change:

- a) Desire for recognition and respect
- b) Space + time = status
- c) Need for physical objects, actual encounters and live experiences
- d) Anxiety and fear, the need to feel safe
- e) A search for meaning and self realization

What HHI could be:

Green on the outside and inside, in tune with nature
Serene, mystical, inspiring, healing, harmonizing, quiet, energizing, relaxing
A civilized isolated Island wonder, a world apart from the world yet wonderfully connected
Local foods, local culture, artistic, epicurean
Health, wellness and sports oriented
Sophisticated understatement, original, planned, detail oriented
A place to fall in love- a place to get married
A place to celebrate family
A place for real adventures
Timeless because it does not follow trends
Intellectual, full of learning experiences

What we need to do to get there:

1. The desire to take HHI to an entirely new level
2. The Vision and road map to get there
3. The buy-in from thought and opinion leaders, the residents and business community
4. The desire of the town council and town staff to do their part to make it happen
5. An island wide land use plan
6. New LMO
7. Laws and regulations that are in support of the overall plan

Goals:

No. 1 beach resort on the East Coast
No. 1 small retirement community on the East Coast
No. 1 small town to live and raise a family on the East Coast

Vision statement:

Hilton Head Island thrives to be the most desirable and unique small town on the East Coast to visit, live, work and retire.

Hilton Head Island Mayor's Task Force Retiree Sub-Committee Report

May 10th, 2010

[Preliminary](#)

PURPOSE OF REPORT:

- **Consider the importance of residents/retirees on Hilton Head Island**
- **Identify essential elements of lifestyle required to attract and maintain residents/retirees on Island**
- **Review current input from residential/retirees on Hilton Head Island**
- **Recommend implementation strategies needed to create an lifestyle for future residents and retirees**

Retiree Sector

- **Benefits of Retirees:**

- Local businesses—those that also serve Island visitors-- depend on the retirees' core purchasing power to stay healthy, particularly during the off-season times of the year.
- Retirees, over the years, made and continue to make for an active, if not now thriving, real estate market.

Retiree /Residential Sector Economics:

- 18% of Retail Sales Retirees (\$200M)
- 15% of Retail Sales Other Residents
- Retirees 7-8B Capital Investment
- Retiree Resource Spending (\$60M)
 - Healthcare
 - Other

Traditional Retiree (65+) Older Baby Boomer

- Traditional retiree number will increase from 40 million in 2010, to 55 million in 2020, to 72 million in 2030
- 2010 older women outnumber older men 22 million to 16.5 million
- 72% of older men married as to 42% older women
- 42% of older women widowed; 14% of older men
- One-third of non-institutionalized Americans over 65 live alone

Note: Sources of information: Hilton Head Island-Bluffton Chamber of Commerce; Hilton Head Association of Realtors; Center for Carolina Living, January 2010; Aging, Migration and Local Communities; AARP

Young Retiree-Baby Boomers (50-64)

- BBs who will reach 65 within the next 20 years increased 31% since 1998
- By 2020, the 65+ population will increase from 39 million to over 55 million
- Of the 80 million BBs alive today, 58 million are expected to be alive in 2030
- Into the future, increasing need for geriatricians and health care professionals

Young Retiree-Baby Boomers (50-64)

Current Blogging Topics:

- Computer tools/applications
- Concern about returning to work, post-recession
- Meet-up groups

General Concerns:

- Family and friends
- Non-profits and volunteering
- Arts and entertainment
- Sports and recreation
- Religion and spirituality

85+ Generation

(Importance to HHI?)

Affluent Retiree

- Tourism is the Birth Mother of Relocation
- Major Factors Influencing Relocation to South Carolina:
 - Warmth of People
 - Pleasant Weather
 - Natural Beauty
 - Lower Cost Than Home Town
 - To Start or Move a Business Here (14%)

Affluent Retiree

To Attract Affluent Retirees, HHI Should Focus on:

- Keeping Taxes Reasonable
- Good Transportation
- Good Roads
- Streets Designed to Accommodate Bikers, Walkers
- Variety of Housing Options for Older Persons
- Quality Health Care

Future Trends

- Preference for Green design, Energy Efficiency and High-Performance Homes
- Existence of Public Policy Recognizing Art/Cultural and Recreational Amenities as Economic Assets
- Internet Connectivity, PDAs and Social Networking
- Desire Government Investment in Digital Infrastructure

Note: Sources of information: Hilton Head Island-Bluffton Chamber of Commerce; Hilton Head Association of Realtors; Center for Carolina Living, January 2010; Aging, Migration and Local Communities; AARP

Retiree Sector

- **Benefits of Retirees:**

- Purchasing Power, and Has Made for an Active, Economically Driven Market
- Desire for Quality, Environmentally Compatible Dwelling Sites
- The Benefit to Developers, Builders, Realtors and Ancillary Businesses Has been Extremely Important to the Economic Health of the Island

Retiree Sector

- **Benefits of Retirees**

- Retirees, a Large Number of Whom Are Well to Do and Well Educated
- Brought to the Island Not Only Acquired Wealth Interest in Being Active and Involved in Multitude of Island Activities, Events and Services
- Island Has a Wealth of Volunteers Who Are Interested in Helping Others While They Also Enjoy Working with Others in the Same Endeavors

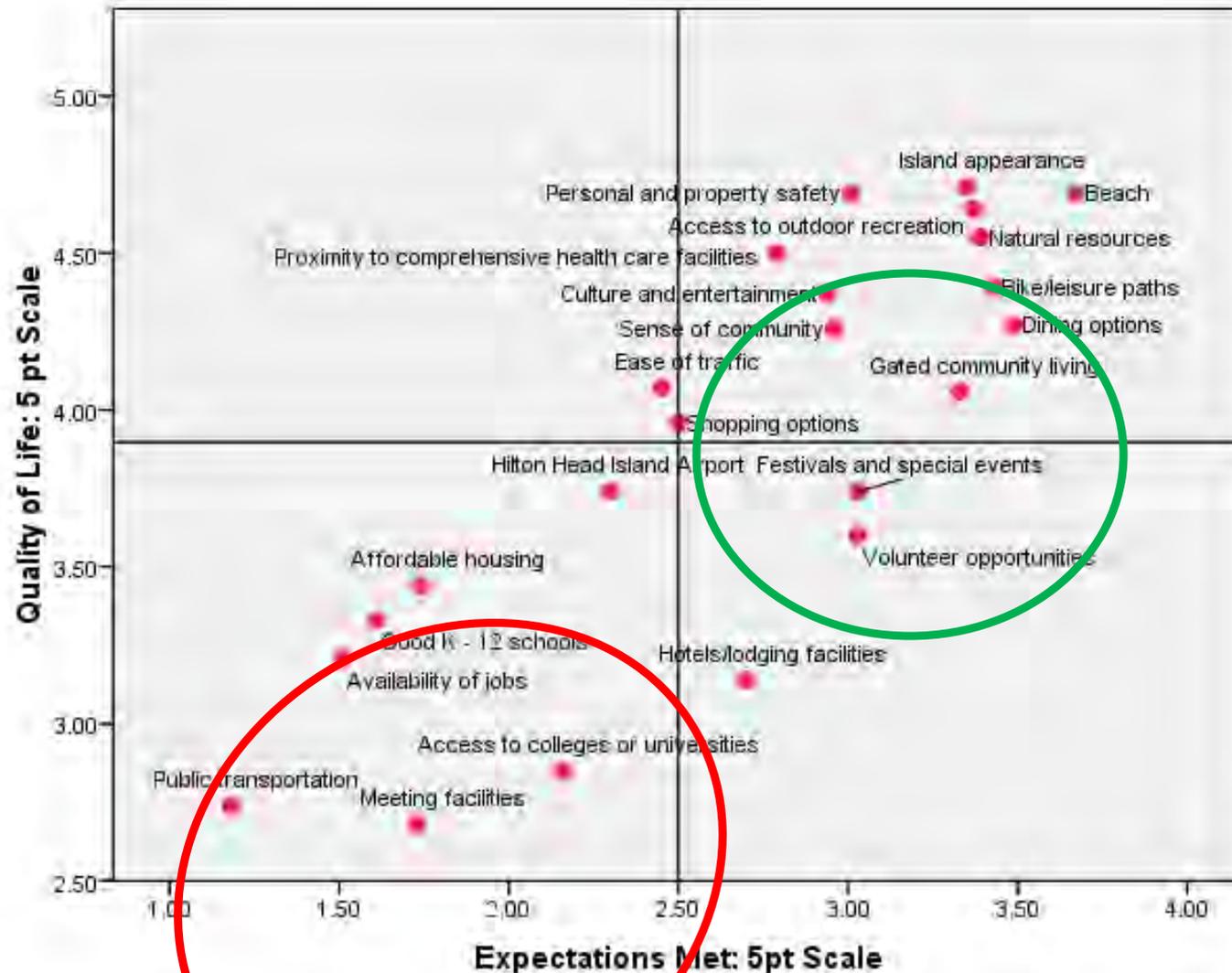
Residential Survey

- Largest % of respondents moved from OH, GA, NY, PA, and NJ
- Over 80% primarily visited HHI for the first time for travel and tourism purposes
- The Island's natural amenities are most important to the residential quality of life
- Meeting Facilities, Public Transportation, Access to Colleges are least important to Quality of Life
- Availability of Jobs and the Airport are in need of improvement to support a healthy economy

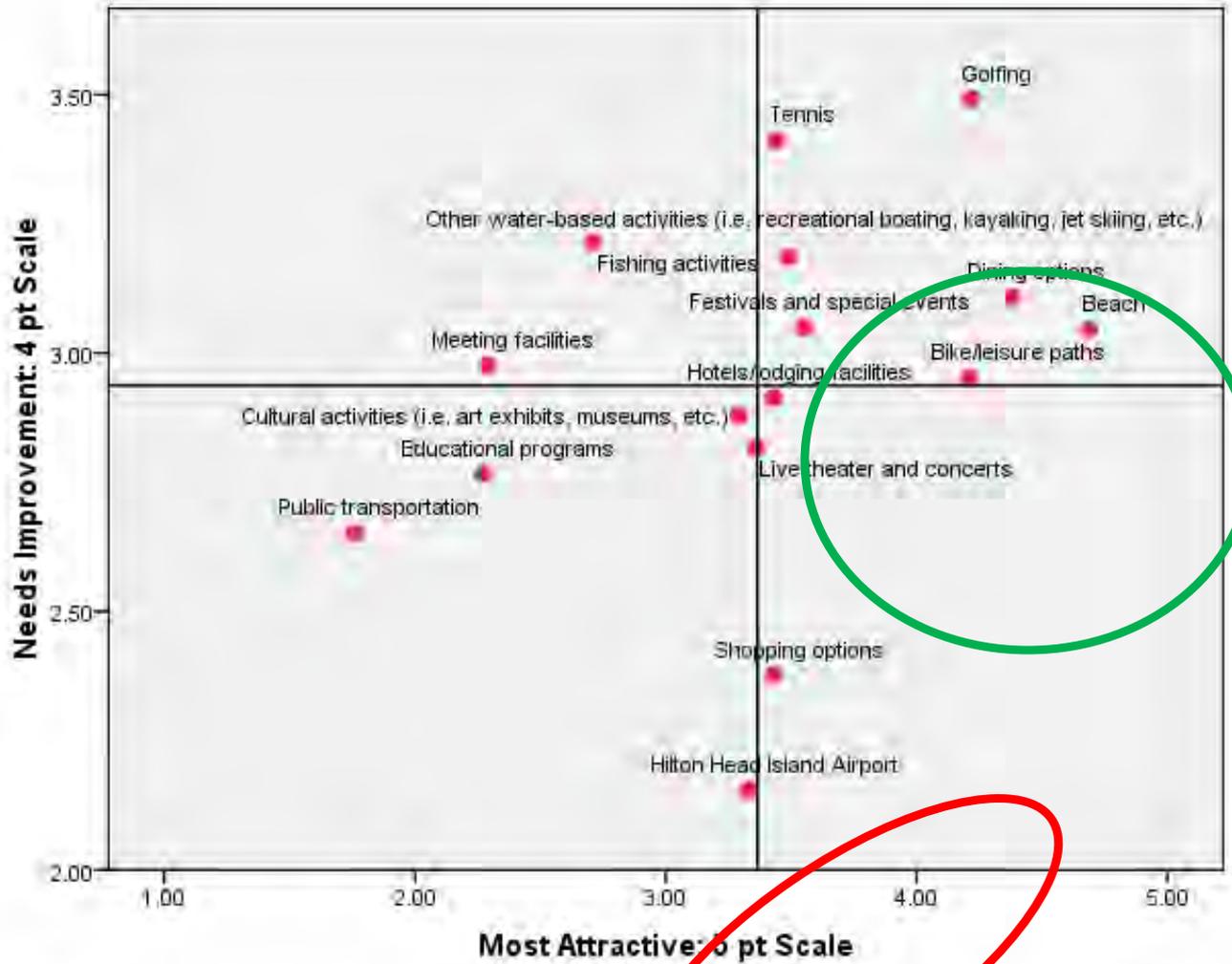
Report Summary

- Residents feel that Beach, Dining Options, Bike Paths, and Golfing are the most attractive to visitors
- Golfing, Dining, Beach, and Hotels provide the greatest economic impact
- Over 90% rate their quality of life as Good/Very Good

Report Summary



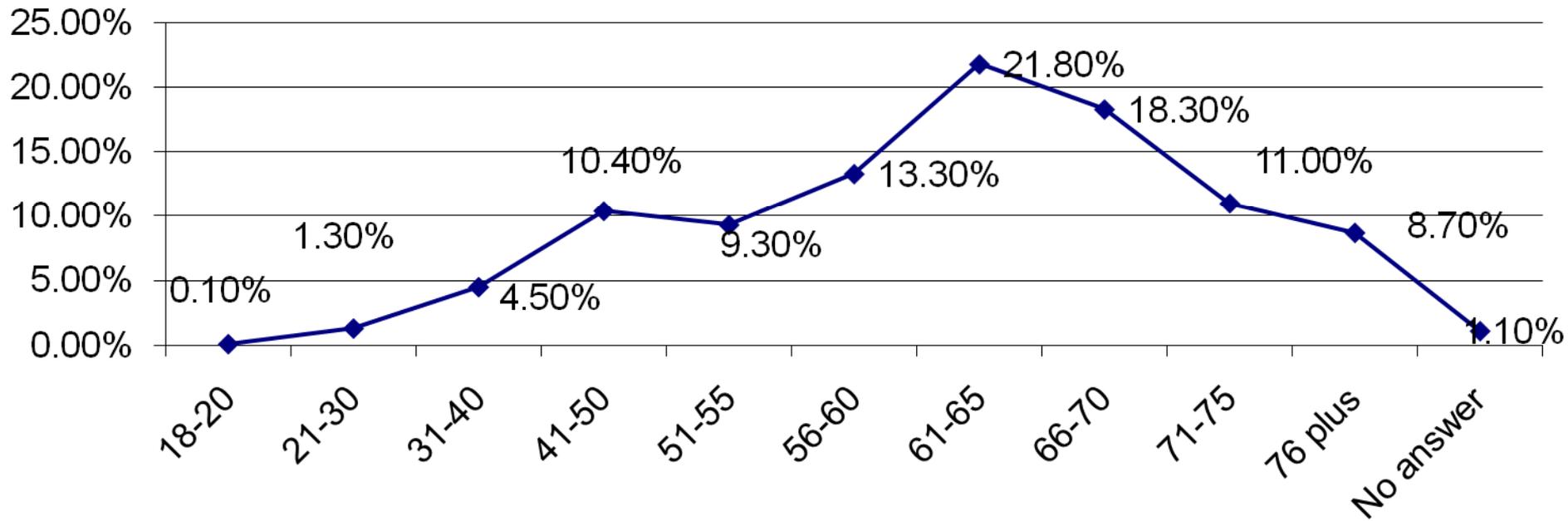
HHI Fulltime Residents: Plotting Quality of Life by Expectations Met



HHI

Improvement by Most Attractive

What is your age?



- Most residents first visit to the island was tourism related
- Educate the public about the importance of the tourism industry and its impact on potential new residents.
- The assets of HHI that are most important to residents are all environmentally related.
- Future decisions must always consider how the public perceives the decision's impact on the environment.
- "Availability of Jobs" needs improvement to support a healthy economy.
- HHI should consider how to either enhance the existing volume of business demand or expand the current economy in order to increase or attract more jobs.
- If lodging quality is a concern of the HHI tourism industry, must convince the residents that it is a issue-only 25% of the population agree.

Recommendations from Survey

- If the existing meetings/convention market is to be expanded for HHI, must convince the residents that "Meeting Facilities" need improvement as only 23% agree.
- The Beach is one of the more important assets contributing to a resident's quality of life and is an asset that is most utilized when friends/family visit.
- Therefore, the beach renourishment program must be sustained and a constant priority.
- Residents feel that "Golf," "Tennis," "Fishing," "Festivals and Special Events," "Dining," and "Beach" need the least improvement and are the most attractive to visitors.
- These assets are perceived by the residents to be the best of HHI.
- "Shopping Options" and "HHI Airport" need improvement and are less attractive.
- Therefore, the community should explore ways to enhance the shopping options as well as HHI airport.

Recommendations From Survey

- The assets that are most important, most utilized, and that have exceeded the expectations of the residents are the same items that are used by visitors.
- Consequently, should visitor volume decrease there will be a negative business impact on certain assets that the residents use. For example, if visitor demand for local dining decreases, local dining options will eventually decrease because restaurant owners will decide to “walk away” from an unprofitable business.
- Therefore, the circumstance has an impact on a resident’s quality of life as well as reduces their satisfaction with dining options.
- HHI must create and maintain a public relations strategy that continues to inform the residents of the importance of the tourism industry. This strategy should be developed for both the public and private sectors and targeted to the general population.

Recommendations From Survey

Visitor to Resident Cycle



Summary

- Knowing the value that retirees bring to the health of the Island, it is imperative that their presence, habits, desires, attitudes and concerns for the future be recognized.
- Retirees provide a substantial portion of the year-round economic and services base for the Island.
- The visitor component is a critical part of the Island's economic health but the retirement component provides the steady, predictable base, which keeps in business those operations furnishing year-round quality services.

Summary

- ✓ The Island benefits immeasurably by the presence of the retirement element of the population. Not just in their contribution to serving their fellow retirees and all other residents on the Island but also by their economic wealth-sharing they make the Island a highly desirable place to live.
- ✓ Retirees make up one of the largest voting blocks on the Island and they do participate in the election process.
- ✓ Convincing them of the value of following recommendations will be critical to the success of this endeavor.

Draft Core Values

- **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.**

Elements of Community

- **Involvement** – community-minded spirit
- **Learning** – enlightenment, fulfillment
- **Legacy** – protection of natural assets
- **Sense of Place** – uniqueness, belonging
- **Shared Community Prosperity** – business opportunities, job availability, community-wide benefits

Recommendations

- Concentrate more tax and business dollars on advertising/marketing the Island to the universe of potential visitors and retirees over the next 20 years.
- The large tract developers are gone and so are their marketing dollars.
- Fill the void left by the developers in marketing the Island to potential retirees and visitors.

Core Values:

- We pursue a healthy and thriving business 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

Recommendations

Address the deteriorating condition of the Island's commercial and residential properties. (Private-Public Partnership?)

To Assist, Town Government should amend or replace the Land Management Ordinance to make it easier for retirees and businesses to improve or replace their properties, consistent with quality development standards

Core Values:

- We are guardians of our natural sea island.
- We pursue excellence in our planning, projects and services.
- We are a friendly and hospitable community.
- We pursue a healthy and thriving business community.

Recommendations

Implement Cutting Edge Green Programs

- Recycling
- Incentives for LEEDS Construction
- Other

Core Values:

- We Pursue a healthy and thriving business community.
- We pursue excellence in our planning, projects and services.
- We are guardians of our natural sea island.

Recommendations

Maintain a commercially viable airport service on the Island while being as sensitive as possible to the impacts to the surrounding community.

Create an Island-wide WiFi service/state of the art communications

Core Values:

- o We pursue a healthy and thriving business community.
- o We are a friendly and hospitable community.
- o We pursue a healthy and thriving business community.

Recommendations

Town Government and affected organizations should plan for the construction and maintenance of a center for world quality intellectual, performing and visual arts, and cultural events, contemplating a year-round series of activities and programs of service to residents, visitors and businesses.

Core Values:

- We cherish our history, arts, culture and diversity.
- We pursue excellence in our planning, projects and services.
- We pursue a healthy and thriving business community.
- We embrace a safe, serene and healthy living environment.

Recommendations

Should establish a vibrant Downtown, serving as a focal point for government, shopping, theater, outdoor events, concerts, memorial park setting, and dining

Core Values:

- We pursue excellence in our planning, projects and services.
- We are a friendly and hospitable community.
- We pursue a healthy and thriving business community.

Recommendations

- Make the Island a Medical Mecca for:
 - Wellness (Mind, Body, Spirit)
 - Holistic Medicine and Treatment
 - Geriatric Medicine
 - Medical Specialty Centers (Senior Sports Injuries)
 - Destination Healthcare (Recovery Centers)
 - Technology Based Health Care Business
 - Healthcare Innovators

Core Values

- We pursue excellence in our planning, projects and services.
- We pursue a healthy and thriving business community.
- We embrace a safe, serene and healthy living environment.

Recommendations

Develop an ongoing program of market analysis both for local and national trends. The data collected will be used to develop and emphasize the products and services in demand by both retirees and visitors.

Develop ongoing measurement system for environmental and social factors to guide planning and impact.

Core Values:

- 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.
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Who Should Attract?

It is intuitive to conclude that the Island wants to attract retirees/residents who share our core values now and in the future.

Future Work Retiree Sub-Committee

- Refine Recommendations
- Cross Reference Available Knowledge
- Further Define Core Values as Related to Retirees

What Should Never Change

We are Canadians who have wintered on Hilton Head Island for the past 11 years, approximating [one-fourth] of our lives.

We come to Hilton Head because there are no trains, motorcycles, power boats, street cars and ostentatious billboards polluting your streets.

What Should Never Change

We come here because of bluebirds, cardinals, ospreys, alligators and other wildlife.

We come here for the quality of life, your churches, the miles of pristine beaches, the century-old live oaks, your outstanding eateries, world-class golf courses and bicycle trails.

What Should Never Change

Stated simply, the governance of Hilton Head and our perception of the attitude and posture of your citizenry is the reason we visit, and the reason we will continue to visit this garden paradise, as long as we are able.

Let's Invite Them to Live Here!

Thank You

Questions? Thoughts?