

THE TOWN OF HILTON HEAD ISLAND
Planning and Development Standards Committee
Minutes of Special Meeting - Monday, October 18, 2010
2:30pm – Benjamin M. Racusin Council Chambers **APPROVED**

Committee Members Present: Chairman Bill Ferguson, Drew Laughlin and John Safay

Committee Members Absent: None

Council Members Present: Mayor Tom Peeples; George Williams, Alternate; Bill Harkins

Town Staff Present: Shawn Colin, Comprehensive Planning Division Manager
Charles Cousins, Community Development Department Director
Jill Foster, Community Development Department Deputy Director
Teri Lewis, LMO Official; Mike Roan, Urban Design Administrator
Jayme Lopko, Senior Planner; Heather Colin, Development Review Adm.
Kathleen Carlin, Administrative Assistant

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) NEW BUSINESS

Economic Development Program Presentation

A program providing education on economic development tools currently utilized in South Carolina communities. The speakers for the event are Mr. Fred Delk, Executive Director of the Columbia Development Corporation, and Ms. Nancy Whitworth, Economic Development Director for the City of Greenville, SC. Each speaker will discuss the origin and goals of economic development programs, as well as successful tools utilized to promote economic development for their respective jurisdictions.

Mr. Shawn Colin presented opening statements on behalf of staff. Economic Development Policy, Strategy and Direction was a Top Priority “Target for Action” included in Town Council’s 2010 Policy Agenda. In order to educate Town Council and staff, and to gain an understanding of potential programs and activities to include in these initiatives, an Economic Development Program Presentation has been coordinated to highlight successes in economic development within South Carolina municipalities.

Mr. Colin stated that the following subjects will be discussed by today’s guest speakers:

Economic Development Needs, Goals and Administrative Structure

- (1) What were the issues and needs that gave cause to action?
- (2) What are the overriding goals for economic development in your community?
- (3) What were the first steps taken in developing an economic development program?
- (4) What is the administrative structure – Who’s involved and what are their roles?

Economic Development Tools and Programs

- (5) What tools and programs have been successful?
- (6) What have been the impacts of the tools/programs?
- (7) What tools were not successful?

Case Studies

- Outline one or two sample projects that have utilized successful tools and programs, including the use of public private partnerships, and the level of public funding.

Mr. Colin then introduced Mr. Fred Delk, Executive Director, Columbia Development Corporation. Mr. Delk began his presentation with a video of the City of Columbia which briefly highlighted its history, character, and economic development. Mr. Delk discussed how a city can revitalize a district while still preserving its history and character (i.e. the city's Riverfront area). Mr. Delk discussed the importance of a public-private partnership, innovative solutions, growth of neighborhoods, small businesses, and redefining the downtown area.

Following Mr. Delk's presentation on the City of Columbia, the Committee discussed several of the policies and programs instrumental in defining the city's economic development, including the role of the private sector, and the non-profit Columbia Development Corporation.

Chairman Ferguson then opened the public Questions and Answers portion of the discussion. Citizens, Mr. Larry Heikle and Mrs. Mary Amonitti presented statements for discussion. Councilman Bill Harkins, and Planning Commissioners Tom Lennox and Terry Leary also presented statements for discussion. The group discussion included the credit process, loans, grants, and the funding process. The Committee remarked on the impressive transformation of the City of Columbia.

At 3:45p.m. Chairman Ferguson announced a brief intermission. The Committee, guests, and the public were invited to Conference Room # 3 for light refreshments. Chairman Ferguson called the meeting back to order at 4:00p.m.

Mr. Shawn Colin then introduced Ms. Nancy Whitworth, Director, Greenville Economic Development Department. Ms. Whitworth began her presentation with a Power Point presentation which briefly highlighted the city's history, its character, and its economic development. Ms. Whitworth discussed the revitalization of Main Street, and River Place, and the importance of private-public partnerships. Ms. Whitworth discussed the need to create 'anchors' (i.e. the Hyatt Regency Hotel and the Peace Center for Performing Arts). 'Anchors' are important catalysts to stimulate development. Be willing to take calculated risks and understand that economic development is a marathon, not a sprint. There will be some mistakes and stumbling blocks along the way. Have clear goals and political resolve to keep moving in a positive direction.

Ms. Whitworth stated the importance of Mixed Use Development (including new parking structures) and focusing on different types of residential. Try to create a 'Sense of Place' by the use of art in public places. Engage the public - create personality – and recruit retail.

Following Ms. Whitworth's presentation, Chairman Ferguson opened the Questions and Answers portion of the presentation. Mrs. Mary Amonitti presented comments for discussion. At the completion of this discussion and final comments by the Committee, Chairman Ferguson thanked Mr. Fred Delk and Ms. Nancy Whitworth for their presentations on Economic Development.

4) ADJOURNMENT

The meeting was adjourned at 4:45pm.

Submitted By:

Approved By:

Kathleen Carlin
Administrative Assistant

Bill Ferguson
Chairman