

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

Steve Birdwell, *Chairman*
Mark Baker
Marc Frey
James N. Richardson, Jr.



Minutes of the January 27, 2010 meeting Time: 11:00 a.m.
Place: Sea Pines Resort Welcome Center Conference Room

Members Present: Steve Birdwell, *Chairman*; Mark Baker; Marc Frey,

Members Absent: James N. Richardson, Jr.

Staff Present: Shawn Colin, *Senior Planner, Community Development Dept.*

Media Present: None.

I CALL TO ORDER

The Chairman called the meeting to order at 11:00 a.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 FROM JAN. 19, 2010 MEETING

Mr. Baker moved to approve the minutes from the January 19, 2010 meeting. Mr. Frey seconded. The minutes were unanimously approved.

IV NEW BUSINESS

1. Discuss Tourism Workshop planned on February 3

• **Location and potential agenda for the workshop**

Steve Birdwell announced that the Westin Resort has agreed to provide a conference room for the workshop starting at 3:00 p.m. The agenda will consist of an introduction, opening comments, brainstorming session, conclusions and summary comments.

• **Review workshop attendees**

A list of attendees who have responded favorably and also those who have regretted was distributed. Mr. Birdwell advised the Tourism Sub-Committee he added Simon Fraser and Frank Soule to the original list. Mr. Frey asked that Ann Marie Adams be invited. Follow-up phone calls and emails will be made by the recording secretary on Thursday or Friday of this week to those who have not responded. A questionnaire will be sent to everyone invited.

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- **Discuss workshop format, audio-visual requirement**

Mr. Frey will be the facilitator at the workshop. The format will be a brainstorm session with a U-shaped table for the invitees and separate seats for the public.

Mr. Frey requested additional flip charts and easels. Draft items submitted by Mr. Baker were reviewed for live topics at the workshop and also for use in a questionnaire. Mr. Frey will draft a questionnaire for the Sub-Committee to review tomorrow morning before it is sent out this week to all invitees to be returned to the recording secretary.

- **Review any other logistical needs for the workshop**

Mr. Birdwell will give an introduction, set the ground rules at the beginning of the workshop and monitor the length of comments as well.

2. **SWOT Analysis and Core Values Discussion**
A roundtable discussion was held.

The Tourism Sub-Committee agreed they will need additional time to complete their draft report to the Mayor's Task Force. The three different phases of drafting the report consist of: discovery process, identify strategic categories and recommendation and strategies. The deadline was changed to the end of March.

Mr. Birdwell said Mr. Ames has encouraged all committee members to read the draft Comprehensive Plan. The Tourism Sub-Committee agreed to invite one to two people who were involved in writing the draft Comprehensive Plan to meet with them at one of their committee meetings to review their conclusions.

3. **Public Comment**
There was no public comment.

V ADJOURNMENT

The chairman adjourned the meeting at 12:25 p.m.