

THE TOWN OF HILTON HEAD ISLAND
TOWN COUNCIL SPECIAL MEETING

Date: Thursday, June 16, 2011

Time: 12:00 P.M.

Present from Town Council: Drew A. Laughlin, *Mayor*; Ken Heitzke, *Mayor Pro-Tem*; Bill Ferguson, George Williams, Bill Harkins, Lee Edwards, *Council Members*.

Absent from Town Council: Kim Likins, Council Member

Present from Town Staff: Stephen G. Riley, *Town Manager*; Greg DeLoach, *Assistant Town Manager*; Charles Cousins, *Director of Community Development*; Scott Liggett, *Director of Public Projects and Facilities*; Lavarn Lucas, *Fire Chief*; Tom Fultz, *Director of Administrative Services*; Susan Simmons, *Director of Finance*; Ed Boring, *Deputy Fire Chief, Support Services*; Paul Rasch, *Emergency Management Coordinator*; Faidra Smith, *Administration Manager/Public Information*; Vicki Pfannenschmidt, *Executive Assistant*

Present from Media: Tom Barton, *Island Packet*, Jaime Dailey, *WTOC News*

1) CALL TO ORDER

Mayor Laughlin called the meeting to order at 12:00 p.m.

2) FOIA 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

a. Consideration of a Resolution

Consideration of a Resolution of the Town Council of the Town of Hilton Head Island, South Carolina, committing funds for advertising in order to secure the Heritage Golf Tournament from 2012 to 2016.

Mr. Williams moved to approve. Mr. Heitzke seconded. Mr. Riley distributed a revised Resolution to Town Council noting the proposed changes as listed below and denoted in italics:

Throughout the entire resolution change the words *The Heritage Golf Tournament* to "*The Heritage*";

In the first line of the Resolution after "The Heritage" add *AT THE HARBOUR TOWN GOLF LINKS ON HILTON HEAD ISLAND*;

In the 7th WHEREAS after the words "The Heritage" add *at the Harbour Town Golf Links on Hilton Head Island*;

And, in the last paragraph of the resolution after \$3,108,167 add *to be used to buy television advertising time in connection with*.

Mr. Williams moved to amend the motion to add the items listed by the Town Manager. Mr. Heitzke seconded. The amendment was approved by a vote of 5-0-1. Mr. Edwards abstained because he was not present when the amendments were addressed.

Mayor Laughlin invited Simon Fraser to address Council. Mr. Fraser explained it had been twenty four months ago that Verizon announced they would no longer be a title sponsor for "The Heritage." He said it has been a long process obtaining a new sponsor and they are hopefully at the finish line. He stated a new sponsor should be announced at the 1:00 p.m. press conference to be held at the Harbour Town Conference Center. He explained that even after finding a new sponsor, the Heritage Classic Foundation still needed to find approximately 1.2 million dollars. He said the Foundation had found cost savings of over \$600,000 and still needed approximately \$600,000 additional dollars so they approached the Town. Mr. Fraser said they proposed the Town provide the needed money and in turn, would receive eight spots for advertising. He said there would be four spots on CBS and four spots on the Golf Channel. Mr. Fraser added that this would enable them to move forward with "The Heritage" and local charities would continue to benefit from the Tournament. Mr. Fraser also stated the PGA has announced "The Heritage" will take place the week following the Masters for 2012.

Mayor Laughlin asked if the agreement was with The Heritage Classic Foundation, the Tour or the networks. Mr. Fraser said the contract would be a three party agreement with the Town of Hilton Head Island, the PGA Tour and the networks.

Mayor Laughlin asked if there was anything in the contract to stop the Town from working with other governmental entities in the production of the ads. Mr. Fraser said there was not.

Mr. Terry Finger, Town Attorney for Bluffton and a Foundation Board Member, approached the dais and said he has spoken with Mayor Sulka of Bluffton concerning assistance from the Town of Bluffton to contribute funds to the cause. He said she was in favor of assisting and they would have to discuss it at a Council meeting.

The motioned was approved by a vote of 6-0.

4) **Adjournment**

Mr. Williams moved to adjourn. Mr. Heitzke seconded. The meeting was adjourned at 12:09 p.m.

Vicki Pfannenschmidt, Secretary

Approved: July 5, 2011

Drew A. Laughlin, Mayor