

**Hilton Head Island
Economic Development Corporation**

Minutes of Tuesday, October 8, 2013

Members Present: Maryann Bastnagel, Steven Carb, Carlton Dallas, John Joseph, Steve Riley, Tom Upshaw, Ray Wenig

Members Absent: Diana McKenzie (E)

Town Council: Bill Harkins, John McCann, Lee Edwards

Town Staff: Charles Cousins, Shawn Colin

1. Call to Order:

Chairman Upshaw called the meeting to order at 9:05 a.m. in the Palmetto Electric Community Room.

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. Approval of Minutes from September 19, 2013

The minutes of September 19, 2013 were approved as presented.

4. Old Business: none

5. New Business:

a. Presentation from Mr. Jim Gant from the Town of Hilton Head Island's Economic Development Advisory Committee: Mr. Jim Gant stated that the Economic Development Advisory Committee was a group of citizens with a variety of business backgrounds. We tried to take a simple, pragmatic approach. We are all aware that we are tied to tourism and real estate.

Mr. Dallas stated that getting the message out is very important; there is a key awareness of Hilton Head Island, it has a great image and reputation.

Mr. Gant and the EDC discussed the following items:

- John Salazar is an excellent resource, he has a grasp of economic data and trends and a remarkable perspective.
- Aging population on Hilton Head Island.
- EDC needs to start looking for an Executive Director.
- Contact successful communities.

- Element of timing when potential company makes contact is critical, need to expedite process.
 - Corporate hospitality and medical services are two strong recommendations.
 - Corporate retreats have stepped back from the word *resort*.
 - Set up a one stop shop for prospects. Have an easy to identify place for prospects to go. Proactively seek out auxiliary medical centers.
 - Needs and wants of tourists have changed to family activities.
 - Figure out optimum working relation with Town staff.
 - Someone take roll of presenting just facts.
 - Our best customers are the businesses we have. Help them grow and prosper. Well worth doing. Define focus. Identify one reasonable thing to do and get started with it to make something happen. Don't focus on too much. New development, redevelopment and existing properties.
 - Look at other jurisdictions. Develop relationships in the community to make things work.
 - Data bank is very helpful in sector trends, market trends.
 - Involve a commercial or residential Realtor to come speak to you once in a while to give market reports.
- b. Review Bylaws.** Chairman Upshaw suggested that the EDC members review the bylaws, send any comments to Shawn Colin and at their November 12, 2013 meeting any changes to the bylaws can be discussed and adopted.

Mr. Steve Riley reported that the Lowcountry Economic Alliance (LEA) has undertaken various market studies. The Town of Hilton Head Island is participating and has matched \$10,000.

c. Discuss plans for the next 4-6 months.

Vice Chairman Bastnagel presented a draft "talking points" to get focused on how to move from the forming stages to where the EDC can take some action. Some items discussed: grow existing businesses; attract new businesses; create subcommittees; allow subcommittees to put together quick-strike opportunities for six month timeframe.

EDC members will identify possible dates in November for a strategic planning meeting that would be facilitated by an outside source.

Vice Chairman Bastnagel suggested that a few EDC members could put together an agenda as backup for a strategic session in the event an outside source is unable to facilitate the strategic planning meeting. EDC members Bastnagel, Dallas and Wenig will create the agenda.

Mr. Colin stated that when the EDC defines the work and the areas to focus on, that will help to determine who to hire for the Executive Director position.

Mr. Riley stated that Chairman Upshaw has offered to host a cocktail party at his home so the EDC members (and spouses) and Town Council members (and spouses) could get to know each other.

6. Adjournment

There being no further business, the meeting was adjourned at 10:05 a.m.

Respectfully submitted:

Eileen S. Wilson
Sr. Administrative Assistant
Community Development

APPROVED November 12, 2013
G. Thomas Upshaw, Chairman