

Hilton Head Island Economic Development Corporation

Minutes of Tuesday, December 16, 2014

Members Present: Maryann Bastnagel, Steven Carb, Carlton Dallas, John Joseph, Diana McKenzie, Ray Wenig

Members Absent: Steve Riley, Tom Upshaw

Town Council: John McCann

EDC / Town Staff: EDC Executive Director Don Kirkman, Charles Cousins, Shawn Colin, Mary Ellen Tschupp, Eileen Wilson

1. Call to Order:

Vice Chairwoman Bastnagel called the meeting to order at 9:00 a.m. in the Community Room at Palmetto Electric on Hilton Head Island.

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 November 18, 2014.

The minutes of November 18, 2014 were approved as presented.

4. Appearance by Citizens. Jocelyn Metzger Staigar, Hilton Head Association of Realtors® Government Affairs Director thanked Don Kirkman for his presentation at the Realtors®'s Economic Development Summit. Jim Collett, Chairman of the Information Technology Task Force, announced that the Town of Hilton Head Island had been selected as a recipient of the SC Connect designation, which has only been awarded to three South Carolina communities.

5. Presentation by Hannah Horne of Hilton Head Island-Bluffton Chamber of Commerce and Steven Roth of SCORE. Hannah Horne, Director of Public Policy and Small Business at the Chamber, provided an overview of the Chamber's organizational structure and programs of work. She described in detail the numerous programs that the Chamber offers to member businesses. Steven Roth provided a brief history of SCORE (Service Corps of Retired Executives) and the Hilton Head Island SCORE chapter.

Mr. Kirkman complimented the work of both organizations and stated that they had both been very helpful resources to the HHIEDC and its clients. Mr. Kirkman noted that with limited resources it is important to understand the respective roles of all organizations that support businesses on the Island, and it is critical that there be no duplication of effort.

6. Executive Director Report: Mr. Kirkman reviewed his monthly Executive Director Report, copies of which were distributed to members of the HHIEDC Board. Mr. Kirkman described

the legal implications of the 501(c)(3) designation for which the HHIEDC had just applied, and he indicated that it may be a year or more before the Internal Revenue Service issues its determination letter. Mr. Kirkman also explained that the HHIEDC has no authority to issue debt or bonds, which authority is limited to statutorily created redevelopment corporations.

7. Treasurer Report: Mr. Joseph reviewed the November 30 financial statement, copies of which were distributed to the HHIEDC Board. He noted that the HHIEDC was materially under projected budgets in virtually every expense category, and the organization would be significantly under budgeted payroll expense due to the hiring timing of the HHIEDC's two employees.

8. Unfinished Business: none

9. New Business:

a. RBC Heritage presented by Boeing HHIEDC partnership Opportunities. Mr. Bill Wagner and Mr. Hans Huschitt provided an overview of the Heritage Classic Foundation, and they reviewed the economic impact of the annual tournament. Mr. Huschitt described two sponsorship programs—The Patron Sponsor Package and the Calibogue Club—that would offer particular benefits to the HHIEDC.

b. Town Council Economic Development Priorities (from December 4-6 Workshop). Mr. Kirkman reviewed the seven preliminary priorities selected by the Town Council under the “Positive Climate for Business Investment” goal of the Council. He noted that the Council had completed only two of their five goal areas, and the remaining three would be addressed at a second workshop on December 18. After all five goals are reviewed and priorities identified under each, the Town Council will then choose its overarching priorities for 2015. Mr. Kirkman indicated that he would share the final Council list and highlight those priorities that impact the program of work of the HHIEDC and would need to be reflected in the HHIEDC 2015-16 Action Plan.

c. Presentation of Preliminary HHIEDC 2015 Program of Work Outline. Mr. Kirkman presented the very preliminary first draft of his proposed 2015-16 Action Plan outline. He explained that the template was one that he used in his consulting practice, and it could be modified if desired by the Board. He noted that the goals were not listed in priority order, but instead reflected operational activities, followed by programmatic ones. He further stated that this first draft did not contain roles/responsibilities, timelines, or deliverables, all of which would be added in the next iteration of the document after the HHIEDC Board had time to review and provide input. Members of the Board suggested that the goals be reordered so that the three primary goals from the Board's strategic workshop—business recruitment, existing business support, and infrastructure—would be listed first. Mr. Kirkman indicated that he would reorder the goals based on the Board's priorities and would distribute the document to the Board electronically. Vice-Chairwoman Bastnagel asked the Board members to review the document and provide feedback to Mr. Kirkman by Monday, December 22. Mr. Kirkman indicated that he would produce a revised document reflecting Board member input and add preliminary roles/responsibilities, timelines and deliverables and would distribute it to the HHIEDC Board members by close of business on December 31. Ms. Bastnagel said that the January 13 Board meeting

would be dedicated to a discussion of the revised draft document, with the goal of adopting the 2015 Action Plan at either the January 27 or February 10 HHIEDC Board meeting.

10. Executive Session. The Board voted to go into Executive Session to discuss several economic development projects. No action was taken following the Executive Session.

11. Adjournment. There being no further business, the meeting adjourned at 11:50 a.m.

Respectfully submitted:

Mary Ellen Tschupp

Approved 1-13-2015
Maryann Bastnagel, Vice Chairwoman