Hilton Head Island
Economic Development Corporation

Minutes of Tuesday, February 11, 2014

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

Members Absent: Maryann Bastnagel

Town Council: Bill Harkins, John McCann

Town Staff: Charles Cousins, Shawn Colin, Nancy Gasen

1. **Call to Order:**
   Chairman Upshaw called the meeting to order at 9:00 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 December 10, 2013**
   The minutes of December 10, 2013 were approved as presented.

4. **Old Business: none**

5. **New Business**:
   a. Review/discuss workshop results
   - **Draft Vision** – Mrs. McKenzie reworded the Vision Statement to read as follows: *The Hilton Head Island Economic Development Corporation is an organization that exists to develop and enhance local economic development and redevelopment. The EDC works to maintain a climate to attract and retain business investment potential, broadening and deepening the local economy by coordinating economic generation and regeneration under a singularly focused business entity*. Mr. Dallas made a motion to accept the changes to the Vision statement. Mr. Riley seconded. The motion passed unanimously.

   - **Web Content**: Mrs. McKenzie drafted a document outlining recommendations on implementing the EDC web site in two phases – Tactical and Strategic. The Tactical is a short term implementation to get our own standalone web site created. It is critical to get something out now for the short term; this will require hiring a web developer and securing funds to get started. Mr. Dallas stated that an analysis should be done to verify how Hilton Head Island compares with other municipalities in terms of low taxes. Mrs.

McKenzie asked that any comments or suggestions on the web site implementation be e-mailed to her. It was suggested that the EDC first talk with the Town's Web Administrator to see if she has the time to create the short term web site. If the Town's Web Administrator is unable to dedicate the time necessary to create the short term web site, then the EDC will seek to hire an outside local web developer. Mrs. McKenzie made a motion to recommend hiring an outside resource to design and implement a short term EDC web site. Mr. Joseph seconded. There was discussion on how and where to secure the funds needed for a web developer. Mrs. McKenzie made a new motion for approval that if the Town Web Administrator is not available to create the short term web site, then the EDC is authorized to proceed with the tactical short term phase with funds of up to $10,000 for a web developer. Mr. Joseph seconded. The motion passed unanimously.

- **Executive Director Progress/Status:** Mr. Dallas gave a brief presentation on the Executive Director Recruitment process. Mr. Dallas provided examples of an RFP, scope of work, and a sample contract.
    - **Desired Decisions**:
    - Approval of the recommendation to use an Executive Search Firm.
    - Approval of the use of the smaller recruitment team (subcommittee) Mr. Joseph, Mr. Dallas, and Mr. Upshaw to cull to the final 3-4 candidates, who will be interviewed by the full EDC Board.
    - Conscious effort to expand the pool to include a *qualified* diverse pool of candidates.

Mr. Dallas stated that the cost of an executive search firm generally is 1/3 of first year salary which would bring the cost to approximately $33,000. Mrs. Gasen stated that the figure would be closer to $40,000 due to other associated costs.

Mr. Dallas made a motion to approve the recommendations on the EDC recruitment process as submitted contingent on the Town Manager identifying $40,000 to cover expenses for the recruitment of an Executive Director. Mrs. McKenzie seconded. The motion passed unanimously.

At 9:40 a.m. Mr. Riley made a motion to go into executive session for discussion of potential contractual arrangements. Mr. Dallas seconded. The motion passed unanimously.

At 10:15 a.m. Chairman Upshaw opened the meeting and stated that no action was needed from executive session.

b. Updates from recent Town Council Workshop related to EDC work. Mr. Colin gave a brief overview of the results of the EDC strategic workshop. Mr. Colin stated that between now and the next EDC meeting we need to put more details to the steps listed in the goals and focus areas in order to refine this framework for the presentation to Town

Council. Also at the next EDC meeting the EDC will need to develop its own operating budget and be able to report to Town Council the anticipated resources.

Mr. Joseph stated that EDC members need to come to the next meeting prepared to discuss each of the steps in the goals to coordinate and outline how steps will follow each other and attach a cost so we can discuss at the next EDC meeting. The EDC will need to assemble a package for presentation to Town Council for the joint workshop scheduled for Tuesday, March 25, 2014.

6. Adjournment

There being no further business, the meeting was adjourned at 10:30 a.m.

Respectfully submitted:

Approved 2/25/2014

Eileen S. Wilson
Sr. Administrative Assistant
Community Development

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G. Thomas Upshaw, Chairman