

Hilton Head Island Economic Development Corporation

Minutes of Tuesday, September 9, 2014

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

Members Absent: none

Town Council: Kim Likins, Lee Edwards

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

1. Call to Order:

Chairman Upshaw 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 August 26, 2014.

The minutes of August 26, 2014 were approved as presented.

4. Appearance by Citizens. None

- 5. Presentation by Ms. Denise K. Spencer, President & CEO of Community Foundation of the Lowcountry and Ms. Carolyn Torgersen, Vice President for Marketing and Communications.** Ms. Spencer stated that the mission of the Community Foundation of the Lowcountry is to strengthen the community by connecting people, resources, and needs. It was founded in 1994 as a public charity that provides charitable planning services for donors, community groups, and nonprofit organizations; as well as a permanent and growing source of funding to hundreds of nonprofit agencies serving the Lowcountry region. Ms. Spencer said that she looks forward to having discussions of our respective roles, what concerns or needs the EDC may have and any information that we may have that might help the EDC. Ms. Spencer stated that she is hopeful about the potential impact the EDC could make through the efforts of all sectors of our region.

Chairman Upshaw, on behalf of the EDC members acknowledged what a great resource and good steward the Community Foundation of the Lowcountry has been for this community.

6. Executive Director Report: Mr. Kirkman and Mr. Joseph met with the Town's Director of Finance to better understand the processes and protocols of the Town's year-end financial statement for the EDC. Mr. Joseph clarified some of the account balances on the EDC year-end statement. Mr. Joseph will present a Treasurer's report to the EDC each month. Mr. Kirkman gave an update on individual meetings he has had with EDC and Town Council members. Mr. Kirkman is compiling a list of suggested contacts and will present that list at the next EDC meeting.

7. Old Business:

a. IBM Strategic Planning Session. Mr. Wenig stated that the window of opportunity for the EDC to take advantage of the IBM grant and strategic planning initiative is October 27 – November 7, 2014. After discussing this topic, the following points were made:

- The IBM project will require a significant time commitment by EDC Board members.
- The IBM timeframe begins prior to the Town Council election and concludes before the Town Council annual workshop.
- It would be preferable to schedule the IBM-sponsored strategic plan in the future if IBM was willing to work with the EDC at a future date, perhaps later in 2015.
- The EDC has a good preliminary roadmap based on the January 2014 strategic planning retreat and will rely on Mr. Kirkman to refine the strategic plan going forward, which will also be informed by the Town Council workshop economic development recommendations.

Mr. Dallas made a motion that Mr. Wenig contact IBM to see if they would be willing to work with the EDC possibly 12 months from now. Ms. Bastnagel seconded the motion. The motion passed unanimously.

b. Meeting Dates: Chairman Upshaw stated that the EDC needs to start planning their 2015 meeting date schedule.

Ms. Bastnagel made a motion that the EDC maintain their current meeting schedule for September and October but change November and December meetings to take place on Tuesday, November 18 and Tuesday, December 16. For 2015 the EDC will meet once a month – later in the month in order to receive financial reports from the Treasurer and also have the caveat that special meetings may be scheduled as needed. Ms. McKenzie seconded the motion. The motion passed unanimously.

8. New Business:

a. Community Outreach update: Mr. Dallas stated that he conducted approximately 67 interviews with community leaders from diverse fields. He did this research to better understand the nuances of our community. What Mr. Dallas discovered was that depending on what group one talks to, *economic development* is defined differently. Mr. Dallas stated that we need to build bridges; use this opportunity to educate and inform; and mold

opinions for the entire island. Everyone wants the EDC and the Town to succeed. **Key themes:** they would like to see political leaders more accountable to voters by speaking out about economic development and want a clear definition of what *economic development* is. We need to focus on growing revenue and diversifying the economy; don't lose focus on main driver; focus on overall economic growth; we need to ensure the public gets a tangible return; don't trade one project for another; passionate about funding of economic development effort; show fiscal discipline; and ensure we are reaching out to all segments of Hilton Head Island.

- b. Request for Proposals Office Space:** Mr. Kirkman stated that he would like to expedite this RFP for Office Space. This RFP will be distributed in the next few days with a submittal deadline of September 30, 2014. Mr. Dallas will assist in reviewing the proposals. The top three submittals will be presented to the EDC at their October meeting.

Mr. Dallas made a motion to approve the Request for Proposal Executive Office Space RFP 2014-0001 as presented. Mr. Joseph seconded the motion. The motion passed unanimously.

- c. EDC logo update.** Mr. Joseph presented the revised EDC logo and asked for the board to support it. Mr. Carb stated that he is not in favor of the new logo colors; it does not send the right message and should be reconsidered.

Ms. McKenzie made a motion to select this logo to be the EDC logo. Mr. Wenig seconded the motion. The motion passed with a vote of 6-1. Mr. Carb opposed.

Chairman Upshaw thanked Mr. Joseph for his work and efforts with the logo.

- d. Website Development Update:** A sample of several layouts for the EDC website by SmartMarketing Communications was distributed with different color formats and a tagline "*It's All Right Here*".

Mr. Dallas stated that it appears that the look of the webpages gives tourism the leading message when business should be the primary message. Ms. Bastnagel agreed and suggested that the pictures should evoke that of people doing business. Mr. Dallas suggested that the screen reflect half the frame as tourism and the other half as business.

Mr. Carb suggested tying in with Chamber of Commerce *Business of the Year* Award.

Ms. McKenzie stated she like the layout of the page with the orange tab; did not like the muted blue. Mr. Joseph stated he preferred the tabs located on top.

Mr. Wenig made a motion to move forward with the webpage layout blue background navigation bar with the simple white across the top of the page, and the logo on the left side. Mr. Dallas seconded the motion. The motion passed unanimously.

- e. **501(3) (c) Application Status Report:** Mr. Kirkman stated that the goal is to have this completed by the end of the month. There is a lot of language in the EDC Articles of Incorporation that needs to be moved into this application. Mr. Kirkman stated that we may need outside counsel to assist with processing this application expeditiously.
- f. **EDC Talking Points:** Mr. Kirkman stated that it was helpful that Ms. Spencer and Mr. Dallas touched on the different definitions of economic development, noting that many people believe economic development is synonymous with business recruitment and business attraction. Mr. Kirkman said that it was important to define economic development more broadly, since almost everything done on Hilton Head Island impacts economic development. Mr. Kirkman distributed a list of talking points about economic development and the Hilton Head Island Economic Development Corporation and noted that the next EDC Board meeting would include a discussion of the proposed talking points.

At 10:45 a.m. Ms. Bastnagel made a motion to go into executive session to discuss matters related to employment and economic development. Mr. Joseph seconded. The motion passed unanimously.

At 11:07 a.m. the EDC came out of executive session and resumed the meeting. No action was taken as a result of executive session.

9. Adjournment.

There being no further business, the meeting adjourned at 11:10 a.m.

Respectfully submitted:

Eileen S. Wilson
Sr. Administrative Assistant
Community Development

Approved 9/23/2014
Thomas Upshaw, Chairman