

**TOWN OF HILTON HEAD ISLAND**  
**FINANCE AND ADMINISTRATIVE COMMITTEE MEETING**

**Date:** October 27, 2015 **Time:** 1:00 p.m.  
**Members Present:** John McCann, *Chairman*; Bill Harkins, Tom Lennox, *Council Members*  
**Members Absent:** None  
**Staff Present:** Greg DeLoach, *Assistant Town Manager*; Tom Fultz, *Director of Administrative Services*; Cindaia Ervin, *Finance Assistant*  
**Others Present:** Kim Likins, *Council Member*; Charles Brown, *Marriott*; Tom Gardo, *Denarius Group, Inc.*; Eleanor O'Key, *Lowcountry Inside Track*; Adam Bernstein, Louise Dixon and Lee Bussell, *Chernoff Newman*; Bruce Murdy, Jeff Webster and Daniel Brock, *Rawle Murdy*; and other members of the community.  
**Media:** None

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**1. Call to Order:**

The meeting was called to order at 1:00 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. Approval of Minutes:**

- a. Mr. Harkins moved to approve the minutes from the Finance and Administrative Committee Meeting on October 20, 2015 at 2:00 p.m. Mr. Lennox seconded, and the motion passed with a vote of 3-0.

**4. Unfinished Business:**

None

**5. New Business:**

a. **Interviews with Public Communications Firms**

**I. Chernoff Newman- 1:00PM**

Members of Chernoff Newman of Columbia, South Carolina spoke with the Committee members regarding past work they have completed and their areas of expertise. The Communications firm provided the Committee with a brief presentation regarding the Arts and Cultural initiative, followed by questions and answers from the Committee members. John McCann, Chairman, thanked Chernoff Newman for taking the time out to meet with them and stated they would speak with them soon regarding the recommendation they would make to Town Council.

**II. Rawle Murdy- 2:30PM**

Members of Rawle Murdy of Charleston, South Carolina, provided the Committee with a presentation regarding the work they have performed in the past. They also shared how they feel the Town can brand itself for the future. Rawle Murdy shared its success through the

use of social media to gain public exposure on particular topics. John McCann, Chairman, thanked Rawle Murdy for taking the time out to meet with them and stated they would speak with them soon regarding the recommendation they would make to Town Council.

After the interviews, Mr. Lennox thanked the Public Communications procurement team for the work they performed. Mr. McCann believes that Rawle Murdy was more in line of what Town Council would like to see in the Public Communications firm. Both Mr. Harkins and Mr. Mr. Lennox agreed.

Mr. McCann made a motion to recommend Rawle Murdy as the Town's Public Communications Firm. Mr. Harkins seconded, and the motion passed with a vote of 3-0.

**6. Adjournment:**

Mr. Harkins made a motion to adjourn and Mr. Lennox seconded. The motion passed with a vote of 3-0 and the meeting was adjourned at 3:55 p.m.

**Approved:** November 3, 2015

**Respectfully submitted:**

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**John McCann, Chairman**

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**Cindaia Ervin, Secretary**