



The Town of Hilton Head Island
Our Plan Connected Work Group

Tuesday, July 9, 2019 at 10:00 AM

The Living Lab at Town Hall

AGENDA

As a courtesy to others please turn off / silence ALL mobile devices during the meeting. Thank You.

Work Group:

Building a Connected and Collaborative Community Fabric

1. **Call to Order**
2. **FOIA Compliance** - Public notification of this meeting has been published, posted, and distributed in compliance with the South Carolina Freedom of Information Act and the requirements of the Town of Hilton Head Island.
3. **Welcome & Introductions**
4. **Discussion Items**
 - a. SOAR Analysis
5. **Staff Report/Updates**
6. **Adjournment**

Please note that a quorum of Town Council may result if four (4) or more of their members attend this meeting.

Please note that a quorum of the Planning Commission may result if five (5) or more of their members attend this meeting.



Town of Hilton Head Island
Our Plan Connected Work Group Meeting

Tuesday, June 25, 2019 at 10:00 am
The Living Lab at Town Hall

MEETING NOTES

Work Group:

Building a Connected and Collaborative Community Fabric

Present from Work Group: Owen Ambur, Karen Kelly, Susanna Cook, Lavon Stevens

Present from Town Council: None

Present from Town Staff: Shea Farrar, Taylor Ladd

The meeting began at 10:05 AM.

- Each member of the work group introduced themselves briefly.
- Shea Farrar introduced the Connected and Collaborative Community Fabric Attribute Activity. This activity is another process for gathering inputs to assist in drafting the strategies and tactics for Our Plan.
- Group members filled out the Attribute Worksheet by identifying attributes for each theme that resulted from the photo activity at the previous meeting.
- Group members then discussed their attribute ideas. Taylor Ladd recorded the attributes that were discussed for each theme.
- The results of the attribute discussion for each theme include:

Education

- Lifelong learning – Intellectual entertainment
- Peer learning – Learn from each other, sharing our stories of diversity
- Business practices education for schools – Connected to job opportunities
- Ideas: Workshop series catering to lots of interests, Nonprofits Education for Community, Partnering with Universities and Communities around the country and world
- Online self-paced learning
- Understanding history of our community – Being aware of the community makeup and dynamics, Make community a specific term (Define Community)

- Education needed at all levels - connected with people who can provide technical support – Gulf Stream tech school example, Montgomery, AL example

Connect/Community

- Shared values – Common goals and objectives
- Celebrations – History, Nature, Culture
- Single source of info – Where to find out what’s happening, use tech for better planning, centralized, events, traffic school, etc. (Check out other communities)
- Have the same message for HHI
- Connection is important for all the core values

Gathering/Places

- Places that are welcoming - Put more thought into the significance and value, encourage shared common interest, example of health food sponsored by hospital
- Starting with the end in mind
- Distinction about gathering for a purpose/what purpose is, physical meeting places and online meeting places

Connected Infrastructure

- Finding ways to bundle incentives for community services – Example of Santiago, Chile
- Using our Trolleys/Buses to travel to other communities
- Don’t need to reinvent the wheel
- High speed voice and data services – NIMBY cell towers
- Data standards for plans and calendars
- Challenges of fragmented community – Sewer example with education element, private clubs behind the gates with open membership both social and physical

Planning/Process Engagement/Implementation

- Communication is key
- Times/Timing of public meetings – Accessibility during business hours
- Self-inclusion for participation
- Learn from the past and look back and forward at comprehensive level
- Transparency and integrity

Relationships/Volunteer/Philanthropy

- Metrics for progress and success
- Consolidate efforts and resources
- Authentic outreach – Get to the source, recipients should be a part of charity efforts, education about being part of the solution, what is the sources of recipients info, use this
- Opportunities for people to connect based on their values – Tech enabled
- Create a sense of pride
- Acknowledge needs and assets

Environment

- Respect for our natural resources
- Environment as a classroom – Stewardship, example of Outside Foundation, example of Port Royal Foundation
- Involving visitors – Community projects for visitors, service projects for visitors
- Good data about the environment
- Tranquility

Local /Regional /National Outreach

- Identify similar areas in the state/region for cross training – look/learn from other places
 - Spheres of learning and influence – Tech enabled
 - Regional/Other Local Comprehensive Plan Integration
 - Think global – Act local
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- The group concluded discussions. Taylor Ladd reviewed the meeting outline and the SOAR analysis activity that will be conducted at the next meeting.
 - The meeting was adjourned at 11:30 AM.

Submitted by: Shea Farrar

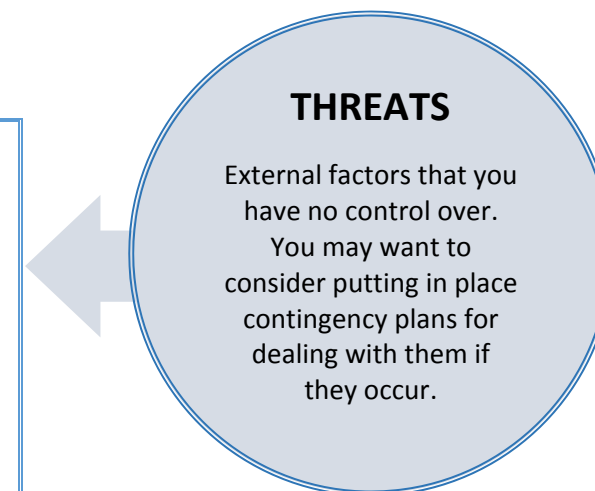
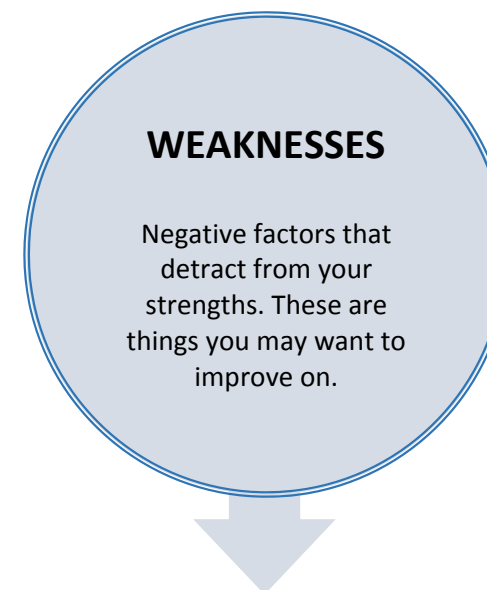


Our Plan SOAR Activity

The purpose of the SOAR activity is to assist in the development of draft strategies and tactics by identifying and recording our: Strengths, Opportunities, Aspirations, and Results.

In preparation for the group activity, please:

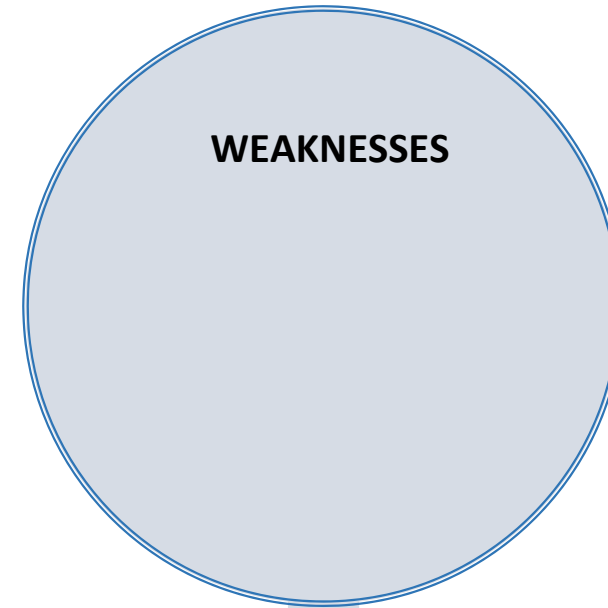
1. Read and consider the statements and questions in each of the two bubbles and
2. The four quadrants below, and
3. Record your answers, thoughts and observations in the Worksheet on the next page.



<p style="text-align: center;">STRENGTHS</p> <p>What Hilton Head does well, along with its key assets, resources, capabilities, and accomplishments.</p> <ul style="list-style-type: none"> • What do we excel at? • What are our greatest accomplishments? • What are we most proud of? • What makes us unique? • What do we provide that is world class? • What strengths are most valuable in our marketplace? • What do we do or have that makes us stand out? 	<p style="text-align: center;">OPPORTUNITIES</p> <p>Circumstances that could be leveraged for success.</p> <ul style="list-style-type: none"> • What partnerships would lead to greater success? • What changes and trends in the market align with our strengths? • What threats do we see that we could reframe as opportunities? • What needs and wants are we currently not fulfilling for our internal and external stakeholders? • Are there gaps in the market that we could fill?
<p style="text-align: center;">ASPIRATIONS</p> <p>An expression of what you want to be and achieve in the future. A vision to build on current strengths, provide inspiration, and challenge the current situation.</p> <ul style="list-style-type: none"> • What do we want to achieve in the future? • What should our future look like? • How can we make a difference? • What are we passionate about? • What strategies and actions support our perfect future self? 	<p style="text-align: center;">RESULTS</p> <p>Tangible outcomes and measures that demonstrate we've achieved our goals and aspirations.</p> <ul style="list-style-type: none"> • What measures will tell us we are on track to achieve success? • How do we translate our idea of success into tangible outcomes? • How do we know when we've achieved our goals?



Our Plan SOAR Activity WORKSHEET



STRENGTHS	OPPORTUNITIES
ASPIRATIONS	RESULTS