



mejorando group



***MAYOR AND
TOWN COUNCIL
ADVANCE MEETING
SUMMARY***

Facilitated by
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November 5-7, 2015

REFRESHER ON COUNCIL-MANAGER FORM OF GOVERNMENT

• **Role of Mayor**

- Set agenda for Council meetings
- Support decision from majority vote
- Sets Council Committees
- Facilitates meetings
- Has 1 vote
- Spokesperson
- Sharing positive story on behalf of Town
- Champion of Town
- Face of Town Council
- Represents all residents in community
- Leader of Town
- Work harmoniously with members of Town Council
- Stays out of way of professional Town staff members
- Works within the Council-Manager form of government

• **Role of Councilmembers**

- Represent constituent base
- Has 1 vote each
- Spoke person(s) on behalf of Town
- Stays out of way of professional Town staff members

- Works within the Council-Manager form of government
- Create Town policy
- Stand as a unified group behind majority vote decisions by Council
- Provide leadership on Committees
- Understand issues and be well informed
- Help to craft the Town vision

● **Role of Town Manager**

- Create strategies and tactics, and ensure timely execution, to support Council goals and vision
- Lead via the Town vision as a resource to other area communities
- Provides quality information for decision-making purposes
- Assures Town has appropriate resources to accomplish goals and projects
- Communicates to Town staff to execute goals and vision
- Evaluates Town staff and is the overall leader and manager of the organization
- Problem-solver
- Voice is heard and participates as an advisor in decision-making process
- Champion of Town
- Is receptive to change

HEADWINDS: TRENDS IMPACTING THE COMMUNITY

- **Political**

- Lack of confidence by public toward institutions
- Lots of misinformation exists about government
- Younger citizens not as involved in civic organizations including voter participation
- Town Visioning process – mindful of composition of Task Force

- **Demographics**

- Aging/Baby Boomers and lack of willingness to change

- **Social**

- Speed of change continues to accelerate
- Desire for immediate consumption (food, information, expectations met, etc.)
- Lack of respect for law enforcement
- Emergence of the Share generation
- Decline of the White majority

- **Economic changes**

- Urbanization
- Demand for resources is ever increasing
- Increasing alternatives to Hilton Head Island

- **Technological**

- Rise of social media

KEY PRIORITIES FOR 2016

- 1. Arts and Cultural Planning:** Consider the Final Report from the Task Force, scheduled for either late 2015 or early 2016. Notable item includes the Town providing funding for hiring full-time staff to oversee Arts and Cultural planning within the community.
- 2. Sewer:** Move forward with the 5 year plan as presented and the existing policy of sewer for those who want it. Continue partnership with the Hilton Head Public Service District; which shall continue to acquire easements through donations. In the future, it may become necessary to revisit the voluntary nature of the program.
- 3. Circle to Circle:** The Task Force has engaged the services of a Traffic Engineering firm.
- 4. Economic Development:** The Hilton Head Island Economic Development Corporation

will present additional information for the Town Council to consider regarding the four tools needed to achieve economic development goals: 1) Real Estate Solutions; 2) Business License/Fee Incentive Program; 3) Broadband Infrastructure Program for HHI Businesses; and 4) Funding for Economic Development Programs.

5. Visioning: A Request for Proposal (RFP) will be issued to engage the services of a consulting firm to coordinate the Visioning process in 2016. Items of particular concern to the Mayor and Town Council to be incorporated into the process include: A) Composition of the Task Force; and B) Community outreach methods to solicit public input from the various population segments in the community.

TOPICS DISCUSSED THAT PERTAIN TO PRIORITIES FOR 2016

- 1. Arts Center Building:** By 3/31/16, a report by the Town Council Finance and Administrative Committee will be presented to the entire Town Council for consideration on potential next steps.
- 2. Affordable Housing and Living Wage:** A Task Force and Council Subcommittee will examine these topics.
- 3. Educational System:** A meeting will be scheduled with the Superintendent of Schools to explore Town-School programs.
- 4. Environmental:** Continue to monitor and report on waste haulers regarding recycling participation numbers.

- 5. Public Outreach:** Continue to pursue practices consistent with a “Best in Class” approach.
- 6. Quality of Life:** Finance and Administrative Committee will be reviewing contract with Island Recreation Center, which is to be considered for renewal in 2016. Topics to consider besides finances will be potential expansion of the Center facility and the availability of services and programs.

Approved: 12/15/2015