



Town of Hilton Head Island

Town Council Meeting

**Tuesday, December 5, 2023, 3:00 PM
1 Town Center Court, Hilton Head Island, SC
Benjamin M. Racusin Council Chambers**

The meeting can be viewed on the [Town's YouTube Channel](#), the [Beaufort County Channel](#), and Spectrum Channel 1304.

- 1. Call to Order**
- 2. Pledge to the Flag**
- 3. Invocation**
- 4. Adoption of the Agenda**
- 5. Approval of the Minutes**
 - a. Regular Meeting Minutes of November 7, 2023
 - b. Workshop Meeting Minutes of November 9, 2023
- 6. Presentations and Recognitions**
 - a. Report of the Town Manager
- 7. Reports from Members of Town Council**
 - a. General Reports from Town Council
 - b. Report of the Lowcountry Area Transportation Study – Glenn Stanford
 - c. Report of the Lowcountry Council of Governments – Tammy Becker
 - d. Report of the Beaufort County Airports Board – David Ames
 - e. Report of the Southern Lowcountry Regional Board – Glenn Stanford
 - f. Report of the Island Recreation Association Board – Alex Brown
 - g. Report of the Community Services and Public Safety Committee – Tammy

Becker

- h. Report of the Public Planning Committee – David Ames
 - i. Report of the Finance and Administrative Committee – Alex Brown
8. **Appearance by Citizens:** Citizens who wish to speak on the matters being discussed during the meeting may do so by submitting the Request to Speak form no later than 12:00 PM the day of the meeting.
9. **New Business**
- a. Consideration of a Resolution of the Town of Hilton Head Island Approving the Recommendation from the Accommodations Tax Advisory Committee for the Calendar Year 2024 Grants - Jeff Herriman, Interim Director of Finance
 - b. Consideration of a Resolution to Adopt a Master Plan for Patterson Family Park - Shawn Colin, Assistant Town Manager, Community Development
 - c. Consideration of a Resolution to Adopt a Master Plan for Taylor Family Park - Shawn Colin, Assistant Town Manager, Community Development
10. **Executive Session**
- a. Discussion of Legal Advice from Town Attorney on Matters Covered Under the Attorney - Client Privilege Related to Active and Pending Litigation (Pursuant to The South Carolina Freedom of Information Act Section 30-4-70 [a][2]) related to: State of South Carolina v. Calvin Coral Hoagland
 - b. Discussion of Personnel Matters Relating to Town Manager Performance Review (Pursuant to South Carolina Freedom of Information Act 30-4-70 [a][1])
11. **Action from Executive Session**
12. **Adjournment**

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.

In accordance with the requirements of Title II of the Americans with Disabilities Act of 1990 ("ADA"), the Town of Hilton Head Island will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs, or activities. Auditory accommodations are available. Any person requiring further accommodation should contact the Town of Hilton Head Island ADA Coordinator as soon as possible but no later than 48 hours before the scheduled event.

Municipal Association of South Carolina (MASC) Civility Pledge:
"I pledge to build a stronger and more prosperous community by advocating for civil engagement, respecting others and their viewpoints, and finding solutions for the betterment of my city or town."



Town of Hilton Head Island TOWN COUNCIL MEETING Tuesday, November 7, 2023 - 3:00 PM Minutes

Call to Order

Mayor Perry called the meeting to order at 3:00 p.m.

Invocation

Pastor June Wilkins delivered the invocation.

Adoption of the Agenda

Ames moved to approve. Alfred seconded. Motion carried 7-0.

Approval of the Minutes

Regular Meeting Minutes of October 17, 2023

Ames moved to approve, Alfred seconded. Motion carried 7-0.

Report of the Town Manager

Orlando introduced Mr. Thomas Boxley, Executive Director of the Gullah Geechee Historic Neighborhoods Community Development Corporation and welcomed him to the Town. As Executive Director, Boxley will focus on revitalizing our neighborhoods while preserving our cultural heritage. He will work on improving housing, supporting local businesses, and securing funding for community projects. Orlando expressed confidence that Boxley will lead the Town's historic neighborhoods into a vibrant future and looks forward to his contributions.

Hilton Head Island Oyster Month Proclamation - Mayor Alan Perry

Mayor Perry presented the proclamation to the following people: Andrew Carmines, Hudson's Seafood on the Docks; Barbara Bryan-Russell, granddaughter of the late Eddie Bryan; Richard Mitchell; Rex Garniewicz, Coastal Discovery Museum; Jean Fruh,— Executive Director of the Outside Foundation, along with J. C McCune and Brittany Willard of Outside Hilton Head; Ray Craver, Island Recreation Association Board President along with Leah Arnold, Director, and Coordinator of Hilton Head Oyster Festival; and Tom Barnwell, Hilton Head Fishing Co-op. He thanked them for attending and for their many contributions to the oyster industry. Barnwell made comments regarding the Hilton Head Fishing Co-Op and the effort made to ensure our

waterways remained unpolluted. He noted there is still more to be done in the historic neighborhoods to promote business.

Marketing & Communications Quarterly Update - Andrew Davis, Director of Marketing and Communications

Davis updated Council on recent events, activities and future plans regarding the Communications Department.

Community Development Update - Shawn Colin, Assistant Town Manager, Community Development

Colin provided an update regarding activities the Community Development Department has been engaged in, the accomplishments completed to date and scheduled to be completed in the near future.

General Reports from Town Council

Brison congratulated Christ Lutheran Church on their 50th anniversary and stated she was happy to be present for the celebration. In addition, she noted the *Crescendo* is fantastic and is still going on and encouraged all to attend future planned events. She concluded by reading a poem she wrote regarding the *Crescendo* past, present and future events.

Ames congratulated staff and thanked them for the *Carolina Parakeet Project* at Lowcountry Celebration Park. He stated with that in mind, the community should be mindful and do their part individually and collectively to extend the habitat of the natural world.

Becker congratulated all involved in the recent Concours d'Elegance & Motoring Festival, which she felt was a tremendous success which benefits the community.

Report of the Lowcountry Area Transportation Study – Glenn Stanford

Stanford reported that at the recent meeting, a discussion took place regarding improving the flow of traffic on SC 170. He noted the enormous growth in the area, and they are trying to promote a better flow of traffic.

Report of the Lowcountry Council of Governments – Tammy Becker

No report.

Report of the Beaufort County Airports Board – David Ames

Ames announced the Beaufort County Airports Board will be meeting on Thursday, November 9 to conduct a groundbreaking for the terminal expansion. He noted the public is invited to attend.

Report of the Southern Lowcountry Regional Board – Glenn Stanford

Stanford reported the Board met and reviewed upcoming agenda items and issues to deal with for future meetings. They will prioritize the issues and items in moving forward.

Report of the Island Recreation Association Board – Alex Brown

No report.

Report of the Community Services and Public Safety Committee – Tammy Becker

Becker reported the Committee will be meeting Monday, November 13 at 10:00 a.m.

Report of the Public Planning Committee – David Ames

Ames reported the Committee will meet on Thursday, November 9 at 10:00 a.m.

Report of the Finance and Administrative Committee – Alex Brown

Brown reported the Committee will be meeting on Tuesday, November 14 at 1:00 p.m.

Appearance by Citizens

Gray Smith addressed Town council regarding the initial public meeting of the US 278 Corridor Traffic Advisory Committee and his dissatisfaction with how the consultant was being dealt with. He requested that at future meetings the public be given the opportunity to voice their questions, opinions and concerns.

Alan Wolf addressed Council on behalf of the Coastal Community Development corporation. He provided an update regarding funds, properties and funding sources for the corporation and stated they will be extending invitations to all Council members who care to join them in their evaluation process. He encouraged Council to find a path in granting the requested funds so they can continue to make an impact.

Richard Bisi addressed Council informing them that Hilton Head Island has the final say regarding the bridge expansion. He stated the bridge should not be accepted as a done deal and encouraged transparency at future meetings regarding such. He expressed his concerns that the Mayor and Town staff are trying to control the independent study.

Sandy West addressed Council voicing her appreciation of the framework developed and adopted regarding the housing crisis. She expressed her disappointment that the Coastal Community Development Corporation request for \$600,000 has not been addressed. She encouraged Council to move it forward.

Daniel Anthony addressed Council regarding the Executive Session item regarding Jonesville Road. He encouraged them to do what is in the best interests of Jonesville

Road.

Alex Cruden addressed Council and expressed appreciation for the recent work done on the pickle ball courts on Adrianna Lane.

Workshop Items

Receipt and Discussion of a Recommendation from the Town of Hilton Head Island Accommodations Tax Committee for 2024 Grants - Jim Fluker, Chair of Accommodations Tax Advisory Committee

Josh Gruber explained the intent of this item is to present the information to Council at this meeting with a goal of the item coming back to the next scheduled meeting to have discussion and action regarding the recommendations. He proceeded to invite Jim Fluker to address Council.

Jim Fluker, Chair of the Accommodations Tax Advisory Committee (ATAC) conducted a review of the recommendations. He explained the Committee held multiple meetings and also with individual applicants to review the requests. He referenced the detailed report included in the agenda packet and explained there were twenty-seven groups that received full funding recommendations, seven groups that received partial funding recommendations and three groups received no funding recommendations. Fluker explained the reasoning for the partial funding and denial of funding, noting the decisions were based on the South Carolina Tourism Expenditure Review Committee (TERC) guidelines. He noted the Committee encouraged all applicants to be very precise on how they presented their budgets and calculations regarding tourism and stated they made recommendations based on the budget and tourism information as provided by the applicant.

Fluker stated that ATAC would have no objection to this Council overriding the recommendations if it could be shown that there is a need for it. He emphasized they made their decision based on what they have been provided to the Committee for review and thanked Council for placing trust in the Committee to make recommendations following a thorough review and in-depth interviews of each applicant.

Members of Council proceeded to discuss, ask questions, and make comments regarding the Committee recommendations.

New Business

Consideration of a Resolution to Approve the Fire Rescue Strategic Plan – Chris Blankenship, Fire Chief

Chief Blankenship reviewed details regarding the following:

Importance of a Strategic Plan

Outlines challenges and opportunities for the organization.

Allows Fire Rescue to be proactive, rather than reactive.

Provides an opportunity for the community to collaborate with Fire Rescue personnel.

Aligns with our commitment to continuous improvement as part of the CPSE accreditation model.

Strategic Planning Process

Process occurred between April and June of 2023.

External Stakeholder Feedback

Community members had the option to complete an online survey or participate in one of two in-person sessions.

Participants were asked questions related to expectations, concerns, service priorities, and additional comments.

86 total responses from community members.

Internal Stakeholder Feedback

An online survey was sent to all Fire Rescue personnel with questions related to expectations, concerns, and areas for Fire Rescue to focus on over the next three years.

Received 50 responses from internal personnel.

Staffing Goal: Create an appropriate staffing model to fulfill the needs of Fire Rescue and best serve the community.

Evaluate current staffing model based on community risk and historical data.

Identify recruitment and retention challenges.

Develop an appropriate staffing model.

Implement and evaluate a new staffing model to ensure the needs of Fire Rescue and the community are met.

Development Goal: Enhance personal growth and professional development to improve service delivery to the community.

Analyze the effectiveness of developmental programs and strategies.

Develop and enhance programs to meet identified needs.

Implement and evaluate programs to foster growth and development within Fire Rescue.

Community Outreach Goal: Maximize community outreach through the enhancement of programs and partnerships.

Analyze current community outreach programs and partnerships for effectiveness.

Develop new partnerships to enhance the capabilities of reaching our community. Implement new programs and evaluate those programs and partnerships.

Becker noted the CSPSC reviewed the plan at their last meeting with a

recommendation for approval from Town Council. Following discussion, questions, and comments from Council, **Becker moved to approve. Alfred seconded Motion carried 7-0.**

Consideration of 2024 Meeting Schedules for Town Council, Community Services and Public Services Committee, Finance and Administrative Committee, and Public Planning Committee - Josh Gruber, Deputy Town Manager

Ames moved to approve. Stanford seconded. Motion carried 7-0.

Executive Session

At 4:45 p.m. **Ames moved to go into Executive Sessions for the reasons stated by the Town Manager as listed below. Stanford seconded. Motion carried 7-0.**

Discussion of Negotiations Incident to Proposed Contractual Arrangements and Discussions for the Proposed Sale or Purchase of Property (Pursuant to the South Carolina Freedom of Information Act Section 30-4-70 [a]) related to:

1. Jonesville Road Area
2. Main Street Area
3. Muddy Creek Road Area
4. Sandalwood Food Pantry

Discussion of Legal Advice from Town Attorney on Matters Covered Under the Attorney - Client Privilege Related to Active and Pending Litigation (Pursuant to The South Carolina Freedom of Information Act Section 30-4-70 [a]) related to:

1. Town of Hilton Head Island v. Beaufort County re: Law Enforcement Fee
2. State of South Carolina v. Calvin Coral Hoagland
3. Hilton Head Island Motor Coach Resort, et.al. v. Town of Hilton Head Island et.al.
4. Transcon Industries, LLC et.al. v. Town of Hilton Head Island
5. McAvoy v. Town of Hilton Head Island

Discussion of Personnel Matters Relating to Town Manager Performance Evaluation (Pursuant to South Carolina Freedom of Information Act 30-4-70 [a])

Action from Executive Session

Town Council returned to the dais at 6:21 p.m. **Becker moved to end the Executive session and return to the regular meeting. Ames seconded. Motion carried 7-0.** Perry stated there were no items to be addressed as a result of the Executive session.

Adjournment

The meeting adjourned at 6:22 p.m.

Approved:

Kimberly Gammon, Town Clerk

Alan R. Perry, Mayor

The recording of this Meeting can be found on the Town's website at www.hiltonheadislandsc.gov



Town of Hilton Head Island TOWN COUNCIL WORKSHOP Thursday, November 9, 2023 -1:00 PM Minutes

Call to Order

Mayor Perry called the meeting to order at 1:00 p.m.

Adoption of the Agenda

Ames moved to approve. Stanford seconded. Motion carried 7-0.

Workshop Discussion

Shawn Colin kicked off the workshop by introducing the team that is now working on both projects. Mr. Brian Witmer of Witmer Jones Keefer, Jasmine White of Sark Formation and Mr. Kevin Smith of Thomas & Hutton. He also introduced staff that were involved, which includes Bryan McIlwee, Director of Public Projects and Facilities, Erik Ladd, Project Manager, and Ben Brown, Senior Advisor to the Town Manager. He reviewed the work process which included a project kickoff, community engagement, comprehensive review and history and culture.

Patterson Park Master Plan

Colin conducted a detailed presentation regarding the proposed park. He provided a project background which consists of the following:

- 3.65-Acre Town-owned Parcel located at 23 Marshland Road in the Marshland Historic Neighborhood
- Acquired by the Town from the Patterson Family in early 2000's
- Project was included in the 2020 Parks & Recreation Master Plan
- Project includes the planning, design, and construction of a community park
- Funding Sources: ATAX Beach Fee, Hospitality Tax, TIF Revenue, and a
- Community Development Block Grant
- Total FY24 Budget: \$2.2M

Beginning in August 2023, Jasmine White, an Island-based designer, conducted a series of interviews with key Native Islander community members, including Dr. Louise Cohen and Thomas Barnwell, Jr. In her work she was able to uncover more cultural and historical aspects of the Patterson Family and property, which generated unique design ideas that could be integrated into the park and ultimately refined the proposed Conceptual Master Plan. White explained the effort included the addition of

the following key components:

- General history of the land and family
- Creation of a “Dominant Theme” for the park related to farming
- Identification of specific play features
- “Peace and Participate” features such as the pavilion, lawn, and observation platform

It was explained that beyond the Town Council Workshop to review the Conceptual Master Plan, the next steps include:

- Parks & Recreation Commission (PRC) Review – Nov 2023
- Refinements to plans - Based on Community, Parks and Recreation Commission and Town Council feedback
- Town Council Approval – Target is by end of CY 2023
- Begin Final Design – CY 2024

Following the detailed presentation and review of the Master Plan, Council members made comments, asked questions and had discussion regarding: the creativity within the plan; the need for the community to embrace the history of the property; acknowledgment of the research put into the project; inquiry into the economic aspects of the project as compared to past projects; how the project meets the eight goals noted in *Our Plan*; and acknowledgment of the community input effort.

Mayor Perry asked for public comment.

Tai Scott addressed Council regarding stating his appreciation for the project and stated he looks forward to the finished product which includes connectivity for Island Square and the work that will be done regarding drainage issues in the area.

Frank Babel addressed Council regarding the process and stated he felt the item should have gone to the Parks and Recreation Commission for input and decision-making regarding the park.

Following public comment Council members made comments, asked questions and had discussion regarding: acknowledgment that the first elected Ward 1 Council Member was a direct descendant of the Patterson family and further research will unfold many historical notations regarding the property; confirmation that Community Block Grant Funding contributes to the cost of the park; the goal and effect that will happen in the surrounding community with such a project completed; inquiry into event management for the park; inquiry as to the location of the oyster area and concern for safety for nearby residents; the need to be sensitive regarding parking and the need for consistency within the area; concern for the resiliency of the site and the need to consider the use of fill for the property; confirmation of the location of the Patterson General Store; confirmation cameras will be on site for safety issues; inquiry into the actual projected cost for the project and discussion regarding supplementing the

original amount budgeted; the need for self-programming and historical markers with information and QR code access; suggestions that the Outside Foundation and Heritage Library be involved in the programming; confirmation the project fills the need for residential and community parks; confirmation this plan was presented to the Parks and Recreation Commission before coming to this Workshop and will return to the Commission after the plan has been refined and before Council reviews for final approval; and confirmation that by the time this park is completed it will be a four-year project and hopefully from lessons learned future projects will not take as long.

Taylor Park Master Plan

Shawn Colin conducted a detailed presentation regarding the proposed park. He explained The Taylor Family Tract was donated to the Town by the Taylor Family in 1991, with the intention of it being developed into a future neighborhood park. The property zoning is restricted to Parks and Recreation Space.

In July 2023, Town Staff and the consultant team prepared a preliminary project scope for the planning and design of the Taylor Family Park, which will be located on the 4.9-acre undeveloped parcel within the Historic Squire Pope Neighborhood. The property contains approximately one acre of wetland area, and the upland portion of the park will serve as a passive-use space with amenities for immediate neighborhood residents such as the Historic Squire Pope community as well as others along Wild Horse Road, Gumtree Road, and Squire Pope Road. In addition, the park will provide a unique destination location for visitors. The presence of several large live oaks, young maritime woodland vegetation and a freshwater wetland on the site provides an opportunity for integration of nature and design.

Community engagement to solicit input and feedback to identify key stakeholders and further refine the scope of work also began in July 2023. This provided the project team with initial ideas to develop a preliminary concept plan for the space. During this phase of work, the team also sought additional consultation from Jasmine White, an Island-based designer.

The project team presented a Preliminary Master Plan to the community in October 2023 showcasing a small neighborhood park with amenities including bike and pedestrian traffic, passive recreational uses, vehicular parking, activity zones for adults and children, and sheltered space. The Master Plan for Taylor Family Park includes the following components:

- Safe pedestrian connectivity with a crosswalk to the existing pathway network
- Vehicular access that accommodates park users and emergency vehicles
- Internal pathways with lighting and interpretation
- Passive open lawn space
- Interactive playground with STEAM (Science, Technology, Engineering, Arts & Math) features
- Adult activity zone with outdoor fitness stations

- Covered pavilion with restrooms, tables, grills, and seating areas
- Integration of existing natural features such as specimen trees and wetland areas
- General history of the land and family
- Creation of a “Dominant Theme” for the park
- Identification of specific play features such as STEM
- “Peace and Participate” features such as History Path, Cultural Garden, and inclusion of a 55” Pecan tree that served as a meeting place for Gullah Elders throughout the last century
- Integration of new pecan tree plantings within the proposed landscape

Jasmine White conducted a series of interviews with key Native Islander community members to include Dr. Louise Cohen and Mr. Thomas Barnwell. In her work she was able to learn more about the Taylor Family and discovered an even deeper historical connection with the McKnight Family, who owned the property for a long period of time between post-Civil War and the 1950’s. This effort helped generate unique ideas that will be integrated into various design components for the park.

Beyond the Town Council Workshop to review the Conceptual Master Plan, the next steps include:

- Parks & Recreation Commission (PRC) Review – Nov 2023
- Refinements to plans - Based on Community, PRC and Town Council feedback,
- Town Council Approval – Target is by end of CY 2023, and
- Begin Final Design – CY 2024

Mayor Perry asked for public comment:

Wynn Davis addressed Council regarding the concept, noting it's been 40 years, and she is glad to see it finally included in the budget and stated the concept is appreciated. She suggested the park be named after the Mc Knight family while paying homage to the Taylor family donation of the property.

Kim Davis addressed Council stating her concern regarding traffic in the area of the proposed park.

Louise Miller Cohen addressed Council regarding the importance of correct spelling of names for historical documentation. She expressed her appreciation to the Town for the efforts being made to document and protect history.

Thomas Barnwell, Jr. addressed Council expressing his appreciation to the team of Town staff for their efforts and Jasmine White for her intensive research.

Charlie Quigg addressed Council regarding the existing plaque on the property and the need for consideration to keep it.

Following the detailed presentation and review of the Master Plan, Council members made comments, asked questions and had discussion regarding: the need for unique programs to learn the history of the area; confirmation that the park is not being extended to Gumtree Road, but there would be a pathway from the park to the existing pathway on Gumtree Road; the convenience of the location from the Gullah Museum, Boys and Girls Club and First Tee; suggestion of adding additional pecan trees to the area; affirmation that additional smaller pavilions on the site would be a plus when the large pavilion is being utilized; the value of having a community park in the specific area; the need to listen to the community regarding the park; acknowledgment that celebrating the culture of the area; the need for gathering places at both parks; the need to utilize the park for family reunions; concern over engraving on the tables as it would encourage others to engrave comments; inquiry and confirmation as to the need for security on site; the need to confirm spellings of names; the need to consider safety for pedestrians and children; acknowledgment of the stories of the communities being told through the park; inquiry as to whether the sound of water can be an addition to the park; inquiry as to how to address the wetlands; a notation there is not a Gullah representative on the Parks and Recreation Commission; the need to involve the community early and often when planning this type of project; and a suggestion for speed limit controls on Wildhorse Road.

Colin expressed appreciation to all who contributed to the plan and stated the concept will be refined based on the input received through this workshop, will go to the Parks and Recreation Commission in November for review and then on to Town Council for approval of the final Master Plan in order to move on to implementation.

Appearance by Citizens

No requests.

Adjournment

The workshop was adjourned at 3:11 p.m.

Approved:

Kimberly Gammon, Town Clerk

Alan R. Perry, Mayor

The recording of this Meeting can be found on the Town's website at www.hiltonheadislandsc.gov



TOWN OF HILTON HEAD ISLAND

Staff Report Memo

TO: Town Council
FROM: Jeff Herriman, *Interim Director of Finance*
VIA: Marc Orlando, *ICMA-CM, Town Manager*
CC: Josh Gruber, *Deputy Town Manager*
DATE: November 28, 2023
SUBJECT: Consideration of a Resolution of the Town of Hilton Head Island Approving the Recommendation from the Accommodations Tax Advisory Committee for Calendar Year 2024 Accommodations Tax Grants

RECOMMENDATION:

Staff recommends that Town Council review the attached Accommodations Tax Advisory Committee (ATAC) recommendations and consider grant applications submitted for the Town Council's calendar year 2024 Accommodations Tax grants at its meeting on December 5, 2023.

ACCOMMODATION TAX GRANT REQUEST APPLICATIONS:

Also provided for your review on the Town's website are the applications as of September 1, 2023. The link to the Town's website is: <https://hiltonheadislandsc.gov/atax/applications/2024/>

BACKGROUND:

The Town collects 3% State Accommodations Taxes each year. State law prescribes how those funds must be spent. State law guidance in section 6-5-10(see attached) includes:

- (1) The first \$25,000 to the General Fund
- (2) 5% of the remaining balance to the General Fund
- (3) 30% of the balance to a special fund for advertising and promotion of tourism to develop and increase tourist attendance through the generation of publicity as managed and directed by the Town's designated marketing organization.
- (4) (a) The remaining balance for tourism-related expenditures. This section specifically includes, "This section does not prohibit a municipality or county from using accommodations tax general fund revenues for tourism-related expenditures."
(b) The funds received by a county or municipality which has a high concentration of tourism activity may be used to provide additional county and municipal services including, but not limited to, law enforcement, traffic control, public facilities, and highway and street maintenance, as well as the continual promotion of tourism. The funds must not be used as an additional source of revenue to provide services normally provided by the county or municipality but to promote tourism and enlarge its economic benefits through advertising, promotion, and providing those facilities and

services which enhance the ability of the county or municipality to attract and provide for tourists.

"Tourism-related expenditures" include:

(i) advertising and promotion of tourism so as to develop and increase tourist attendance through the generation of publicity;

(ii) promotion of the arts and cultural events;

(iii) construction, maintenance, and operation of facilities for civic and cultural activities including construction and maintenance of access and other nearby roads and utilities for the facilities;

(iv) the criminal justice system, law enforcement, fire protection, solid waste collection, and health facilities when required to serve tourists and tourist facilities. This is based on the estimated percentage of costs directly attributed to tourists;

(v) public facilities such as restrooms, dressing rooms, parks, and parking lots;

(vi) tourist shuttle transportation;

(vii) control and repair of waterfront erosion, including beach renourishment;

(viii) operating visitor information centers.

Town Council held a Workshop during the Town Council meeting on November 7, 2023, to receive and discuss the Recommendation from the Town of Hilton Head Island Accommodations Tax Advisory Committee for 2024 Grants. Jim Fluker, Chair of the Accommodations Tax Advisory Committee presented the Recommendation. The Accommodations Tax Advisory Committee recommends that of the 41 applications, 31 receive full funding, 1 receive partial funding, three receive no funding, and six receive partial funding per TERC guidelines.

Town Council members requested additional information on the applications that did not receive full funding. Town Council members also requested additional information on why Sea Turtle Patrol did not qualify under TERC for the full funding request of \$70,000. The additional information on those questions is provided below:

Sea Turtle Patrol Hilton Head Island: *Based on the revised information provided to Town Council by Amber Kuehn, the staff calculation shows that the Sea Turtle Patrol would be eligible for a full funded grant recommendation/award.*

Partial Funding:

University of South Carolina – Barnwell Tabby

The committee questioned the amount of the request for an attraction that will be on private property and where an estimation of potential tourists could not be made. The large amount of overhead costs was thought to be more appropriate being funded through the University: however, the signage costs in the amount of \$2,000 could prove beneficial.

Zero Funding:

Gullah Roots Historical Foundation

As a first-time event on Daufuskie Island, several concerns arose on whether this would directly affect the municipality of Hilton Head Island. The date of the event was originally suggested during the RBC Heritage Tournament, which would make accommodations on the island limited at best. Funds were not present in the budget to grant the request, but the organization was encouraged to collaborate and go back to the drawing board for future funding applications.

Habitat for Humanity of the Lowcountry

Based on new legislation, there are a number of procedural steps the Town has to complete prior to awarding any accommodations tax funding to a work force housing request as a tourism related expenditure. This includes the development of a "Housing Impact Analysis" which will need to be circulated to a number of different entities before final approval. At this point in time, authorization of any kind of funding would be premature.

World Affairs Council of Hilton Head

Based on back-to-back years showing a low tourist percentage of participants, the committee is not recommending additional funding at this time due to the low return in investment.

TERC:

The Tourism Expenditure Review Committee (TERC) is the state committee that monitors accommodations tax reporting. The Committee was founded as an oversight authority whose mission is to review reporting forms from applicable entities for compliance with the law.

According to TERC guidelines, "Accommodations tax funds must be used to attract and provide for tourists and must be spent on tourism-related expenditures. If expenditure cannot be directly related to tourism, then accommodations tax revenue may not be used to fund the expenditure. In order to make this determination, TERC requests that entities provide an overall budget, percentage of tourists generated, a description of the event/project and total attendance to the event/project."

Applying this specific TERC guideline, the recommended grant for six of the organizations did not meet their full request. The committee recommends only the maximum amount as reflected in their provided budget that they stated would be spent on tourism-related expenditures.

Hilton Head Land Trust, Hilton Head Island St. Patrick's Day Parade, Hilton Head MLK Committee for Justice, Long Cove Club, Paul Miller Fund, Sea Turtle Patrol Hilton Head Island (Note - additional information on Sea Turtle Patrol provided above).

SUMMARY:

The Accommodations Tax Committee (ATAC) received 41 applications for grant funding totaling \$4,767,693. The funding requests were reviewed by the Committee and by staff. The Committee held hearings to review the applications with each requestor. Based on the reviews, ATAC has recommended the attached list totaling \$4,267,368. The Chairman's letter is attached which describes the applicants' requests, deliberations, and the Committee's recommendations.

Town Council has the authority to approve expenditure of ATAX funds by the Town to provide for tourist-related expenditures in accordance with state law SC Code 6-5-10 et al.

Please refer to attachments:

- 1) Recommendation letter from Jim Fluker, ATAC Chair
- 2) South Carolina State law excerpt relating to ATAX 6-5-10 et al.
- 3) Chart of Town Council's ATAX grants from 2019 to 2023 and 2024 recommendations
- 4) 2024 Accommodations Tax Grant Resolution

**THE TOWN OF HILTON HEAD ISLAND
ACCOMMODATION TAX ADVISORY COMMITTEE**

To: Mayor Alan Perry, Town of Hilton Head Island
Town Council Members, Town of Hilton Head Island

Cc: Marc Orlando, *ICMA-CM, Town Manager*
Josh Gruber, *Deputy Town Manager*

From: James Fluker, Chairman, Accommodations Tax Advisory Committee

Date: November 1, 2023

Subject: Calendar Year 2024 Accommodations Tax Advisory Grants Recommendations

On October 30, 2023, the Accommodations Tax Advisory Committee (ATAC) met to make grant funding recommendations for 41 ATAC grant applications that were solicited from our traditional 2024 grant cycle. As a result, the ATAC was pleased to make funding recommendations on 38 of the submitted ATAC grant applications.

Total Applicant Funding Requests	\$4,767,693
Total Available Funding for Grants (after required \$50,000 reserve)	\$4,767,693
ATAC Funding Recommendations for Grants	\$4,267,368

As with past practice, the ATAC has worked to establish a consistent philosophy in how applications are reviewed and prioritized. Over the past five years, the review and recommendation approach of the ATAC has evolved through continuous improvement into the following guiding principles:

Economic Growth Through Tourism - Does the applicant organization drive overnight visitors to Hilton Head Island?

Creation of Sustainable Visitor Traffic - Does the applicant organization enhance or improve the visitor experience on Hilton Head Island creating opportunities that would encourage visitors to return to Hilton Head Island?

Collaboration Amongst Organizations - How well does the applicant organization collaborate with other local organizations, especially fellow grant applicants? Where possible, do applicants cross-promote each other to further enhance the visitor experience?

Organization Viability and Return on Investment - Does the organization possess a clear vision and an achievable direction? Does the organization have other sources of public and private support available? What is the organization's long-term dependency on ATAX funding going to be? Do established applicant organizations have the financial means to support themselves without an ATAX award for the upcoming year and/or beyond? Do organizations with a strong balance sheet have a strategic plan for their cash reserves?

Operational Confidence - How well do the applicant organizations understand their operations? Do they track and report metrics, do they provide sufficient transparency and are they accountable for their results?

The Committee also strives to enhance the grant review process as it is important to evolve our thinking to the strategic focuses of the Town, the best practices of other ATAX municipalities and evaluate feedback solicited through the past year.

To provide an additional layer of summary with our recommendation, each application has been broken out into sections categorizing, at the highest level, the type of recommendation each application received from the Committee this year. These three categories will group applications together based on whether they received recommendations for full, partial, or no funding. A spreadsheet was displayed during the meeting listing all applicants along with the amount each applicant requested. The Committee Members discussed each individual application and ultimately, the Accommodations Tax Advisory Committee decided upon the following for funding:

Applicants Receiving Recommendations of Full Funding

The Committee was in a fortunate position to make several full-funding recommendations again this year. The Committee felt that the twenty-seven organizations that fell into this category were thoughtful with their grant requests, demonstrated a reasonable financial need, and were able to show a strong Return on Investment (ROI) with how they chose to invest their financial resources to drive and enhance tourism on Hilton Head Island. Furthermore, the Committee is cautious in recommending increases year over year funding to ensure that a new benchmark would not be created that could adversely impact the applicant in upcoming years if the same funding levels were not available in the future.

	<u>Request</u>	<u>Committee</u>	<u>Variance</u>
Art League of Hilton Head	\$ 75,000	\$ 75,000	
Arts Center of Costal Carolina	\$ 430,000	\$ 430,000	
David M. Carmines Memorial Foundation	\$ 181,000	\$ 181,000	
Gullah Museum of Hilton Head Island	\$ 150,000	\$ 150,000	
Harbour Town Merchants	\$ 29,000	\$ 29,000	
Hilton Head Audubon Society	\$ 20,100	\$ 20,100	
Hilton Head Choral Society	\$ 15,000	\$ 15,000	
Hilton Head Concours d'Elegance	\$ 362,000	\$ 362,000	
Hilton Head Dance Theater	\$ 20,000	\$ 20,000	
Hilton Head Island Airport	\$ 150,000	\$ 150,000	
Hilton Head Island Bridge Assoc.	\$ 15,000	\$ 15,000	
Hilton Head Island Recreation Assoc.	\$ 60,000	\$ 60,000	
Hilton Head Symphony Orchestra	\$ 330,000	\$ 330,000	
Lean Ensemble Theater	\$ 50,000	\$ 50,000	
Lowcountry Golf Course Owners Assoc.	\$ 100,000	\$ 100,000	
Lowcountry Gullah	\$ 100,000	\$ 100,000	
Mitchellville Preservation Project	\$ 190,000	\$ 190,000	
Native Island Business & Community Assoc.	\$ 225,000	\$ 225,000	
Palmetto Quilt Guild	\$ 7,500	\$ 7,500	
Sea Pines Forest Preserve	\$ 40,000	\$ 40,000	
Shelter Cove Harbour Company	\$ 244,600	\$ 244,600	
TEDx Hilton Head	\$ 45,000	\$ 45,000	
The Boys & Girls Club of Hilton Head	\$ 40,000	\$ 40,000	
The Coastal Discovery Museum (Operations)	\$ 375,000	\$ 375,000	
The Coastal Discovery Museum (Honey Horn)	\$ 300,000	\$ 300,000	
The First Tee of the Lowcountry	\$ 40,000	\$ 40,000	
The Heritage Library	\$ 135,000	\$ 135,000	
The Outside Foundation	\$ 72,000	\$ 72,000	
The Sandbox	\$ 60,765	\$ 60,765	
Wine & Food Inc. (Rhythm & Brews Fest.)	\$ 30,000	\$ 30,000	
Wine & Food Inc. (Wine & Food Fest.)	\$ 130,000	\$ 130,000	
Total Full Funding	\$4,021,965	\$4,021,965	

Applicants Receiving Recommendations of Partial Funding

Seven organizations were not recommended for full funding, despite otherwise being eligible. Six organizations were not recommended for full funding due to TERC based funding caps. The ATAC's approach has been to evaluate the individual merit of each application irrespective of total available funding. The ATAC feels strongly that partial funding should not be considered as a negative reflection on the organization. The final determination fell within Staffs guidelines for partial funding for budgetary reasonings. Furthermore, the Committee was cautious in recommending increased year over year funding to ensure that a new benchmark would not be created that could adversely impact the applicant in upcoming years if the same funding levels were not available in the future. A variance of \$145,325 resulted between what the applicant requested and what the Committee recommended. The Committee believes in making recommendations that represent the highest and best use of the available funds and felt comfortable making these specific partial-funding recommendations for this year's grant requests.

	Request	Committee Recommends	Variance
Hilton Head Land Trust	\$ 37,300	\$ 36,632	(\$ 668) TERC Based
Hilton Head Island St. Patrick's Day Parade	\$ 86,000	\$ 74,065	(\$ 11,935) TERC Based
Hilton Head MLK Committee for Justice	\$ 5,000	\$ 4,513	(\$ 487) TERC Based
Long Cove Club	\$ 59,240	\$ 56,653	(\$ 2,587) TERC Based
Paul Miller Fund	\$ 50,000	\$ 16,500	(\$ 33,500) TERC Based
Sea Turtle Patrol HHI	\$ 70,000	\$ 55,040	(\$ 14,960) TERC Based
University of South Carolina	\$ 83,188	\$ 2,000	(\$ 81,188)
Total Partial Funding	\$ 390,728	\$ 245,403	(\$145,325)

Applicants Receiving Recommendations of No Funding

Unfortunately, there were three applications that were submitted this year that did not receive a recommendation of funding. These applications were thoughtful and well-presented by worthy organizations; however, these applications either did not meet the requirements of the State Accommodations Tax law at this time, or funding the request did not represent the highest and best use of ATAX funds in the Committee's option.

	Request	Committee Recommends	Variance
Gullah Roots Historical Foundation	\$ 200,000	\$ 0	(\$ 200,000)
Habitat for Humanity of the Lowcountry	\$ 150,000	\$ 0	(\$ 150,000)
World Affairs Council of HH	\$ 5,000	\$ 0	(\$ 5,000)
Total No Funding	\$ 355,000	\$ 0	(\$ 355,000)

Summary

Full Funding	\$ 4,021,965
Partial Funding	\$ 245,403
Total CY 2024 Grant Funding	\$ 4,267,368

This memo is not meant to encompass all the applicant data or information, as this can be further referenced within each individual grant application that was submitted for the 2024 grant cycle.

At the conclusion of the meeting, Mr. Schlegel made a motion to approve the recommendations as assigned and displayed on the projected spreadsheet (summarized above). Mr. Arnold seconded the motion. All Committee members voted unanimously to approve, (except for individual line items where individual members recused themselves-during the meeting). The final vote made by roll call was 7-0.

Respectfully submitted on behalf of the Accommodations Tax Advisory Committee,

James Fluker, Chairman

2024 Accommodations Tax Advisory Committee Members:

James Fluker, Chairman

Stephen Arnold, Vice Chairman

John Farrell

Margaret Johnson

Cecile Eck

Martin Lesch

Keith Schlegel

South Carolina Legislature

South Carolina Law > Code of Laws > Title 6

South Carolina Code of Laws Unannotated

Title 6 - Local Government - Provisions Applicable to Special Purpose Districts and Other Political Subdivisions

CHAPTER 4

Allocation of Accommodations Tax Revenues

SECTION 6-4-5. Definitions.

As used in this chapter:

- (1) "County area" means a county and municipalities within the geographical boundaries of the county.
- (2) "Cultural", as it applies to members of advisory committees in Section 6-4-25, means persons actively involved and familiar with the cultural community of the area including, but not limited to, the arts, historical preservation, museums, and festivals.
- (3) "Hospitality", as it applies to members of the committees in item (2), means persons directly involved in the service segment of the travel and tourism industry including, but not limited to, businesses that primarily serve visitors such as lodging facilities, restaurants, attractions, recreational amenities, transportation facilities and services, and travel information and promotion entities.
- (4) "Travel" and "tourism" mean the action and activities of people taking trips outside their home communities for any purpose, except daily commuting to and from work.
- (5) "Housing costs" for housing occupied by the owner means:
 - (a) the principal and interest on a mortgage loan that finances the purchase of the housing;
 - (b) the closing costs and other costs associated with a mortgage loan;
 - (c) mortgage insurance;
 - (d) property insurance;
 - (e) utility-related costs;
 - (f) property taxes; and
 - (g) if the housing is owned and occupied by members of a cooperative or an unincorporated cooperative association, fees paid to a person for managing the housing.
- (6) "Housing costs" for rented housing means:
 - (a) rent; and
 - (b) utility-related costs, if not included in the rent.
- (7) "Ordinance" means an ordinance adopted pursuant to Section 6-29-530.
- (8) "Utility-related costs" means costs related to power, heat, gas, light, water, and sewage.
- (9) "Workforce housing" means residential housing for rent or sale that is appropriately priced for rent or sale to a person or family whose income falls within thirty percent and one hundred twenty percent of the median income for the local area, with adjustments for household size, according to the latest figures available from the United States Department of Housing and Urban Development (HUD).

HISTORY: 1991 Act No. 147, Section 1; 2001 Act No. 74, Section 2; 2002 Act No. 312, Section 2; 2023 Act No. 57 (S.284), Section 5, eff May 19, 2023.

Editor's Note

2023 Act No. 57, Section 9, provides as follows:

"SECTION 9. Before the beginning of the 2030 Legislative Session, the Director of the Department of Parks, Recreation and Tourism, in consultation with the Secretary of Commerce and the Commissioner of Agriculture, shall issue a report to the General Assembly detailing the effects on tourism and workforce housing resulting from the codified provisions of this act."

Effect of Amendment

2023 Act No. 57, Section 5, added (5) to (9).

SECTION 6-4-10. Allocation to general fund; special fund for tourism; management and use of special fund.

The funds received by a municipality or a county in county areas collecting more than fifty thousand dollars from the local accommodations tax provided in Section 12-36-2630(3) must be allocated in the following manner:

- (1) The first twenty-five thousand dollars must be allocated to the general fund of the municipality or county and is exempt from all other requirements of this chapter.
- (2) Five percent of the balance must be allocated to the general fund of the municipality or county and is exempt from all other requirements of this chapter.
- (3) Thirty percent of the balance must be allocated to a special fund and used only for advertising and promotion of tourism to develop and increase tourist attendance through the generation of publicity. To manage and direct the expenditure of these tourism promotion funds, the municipality or county shall select one or more organizations, such as a chamber of commerce, visitor and convention bureau, or regional tourism commission, which has an existing, ongoing tourist promotion program. If no organization exists, the municipality or county shall create an organization with the same membership standard in Section 6-4-25. To be eligible for selection the organization must be organized as a nonprofit organization and shall demonstrate to the municipality or county that it has an existing, ongoing tourism promotion program

or that it can develop an effective tourism promotion program. Immediately upon an allocation to the special fund, a municipality or county shall distribute the tourism promotion funds to the organizations selected or created to receive them. Before the beginning of each fiscal year, an organization receiving funds from the accommodations tax from a municipality or county shall submit for approval a budget of planned expenditures. At the end of each fiscal year, an organization receiving funds shall render an accounting of the expenditure to the municipality or county which distributed them. Fees allocated pursuant to this subsection must not be used to pledge as security for bonds and to retire bonds. Also, fees allocated pursuant to this subsection must be allocated to a special fund and used only for advertising and promotion of tourism to develop and increase tourist attendance through the generation of publicity, and not used to pledge as security for bonds and to retire bonds.

(4)(a) The remaining balance plus earned interest received by a municipality or county must be allocated to a special fund and used for tourism-related expenditures. This section does not prohibit a municipality or county from using accommodations tax general fund revenues for tourism-related expenditures.

(b) The funds received by a county or municipality which has a high concentration of tourism activity may be used to provide additional county and municipal services including, but not limited to, law enforcement, traffic control, public facilities, and highway and street maintenance, as well as the continual promotion of tourism. The funds must not be used as an additional source of revenue to provide services normally provided by the county or municipality but to promote tourism and enlarge its economic benefits through advertising, promotion, and providing those facilities and services which enhance the ability of the county or municipality to attract and provide for tourists.

"Tourism-related expenditures" include:

- (i) advertising and promotion of tourism so as to develop and increase tourist attendance through the generation of publicity;
- (ii) promotion of the arts and cultural events;
- (iii) construction, maintenance, and operation of facilities for civic and cultural activities including construction and maintenance of access and other nearby roads and utilities for the facilities;
- (iv) the criminal justice system, law enforcement, fire protection, solid waste collection, and health facilities when required to serve tourists and tourist facilities. This is based on the estimated percentage of costs directly attributed to tourists;
- (v) public facilities such as restrooms, dressing rooms, parks, and parking lots;
- (vi) tourist shuttle transportation;
- (vii) control and repair of waterfront erosion, including beach renourishment;
- (viii) operating visitor information centers;
- (ix) development of workforce housing, which must include programs to promote home ownership. However, a county or municipality may not expend or dedicate more than fifteen percent of its annual local accommodations tax revenue for the purposes set forth in this item (4)(b)(ix). The provisions of this item (4)(b)(ix) are no longer effective after December 31, 2030.

(c)(i) Allocations to the special fund must be spent by the municipality or county within two years of receipt. However, the time limit may be extended upon the recommendation of the local governing body of the county or municipality and approval of the oversight committee established pursuant to Section 6-4-35. An extension must include provisions that funds be committed for a specific project or program.

(ii) Notwithstanding the provisions of subsubitem (i), upon a two-thirds affirmative vote of the membership of the appropriate local governing body, a county or municipality may carry forward unexpended allocations to the special fund beyond two years provided that the county or municipality commits use of the funds exclusively to the control and repair of waterfront erosion, including beach renourishment or development of workforce housing, which must include programs to promote home ownership. The county or municipality annually shall notify the oversight committee, established pursuant to Section 6-4-35, of the basic activity of the committed funds, including beginning balance, deposits, expenditures, and ending balance.

(d) In the expenditure of these funds, counties and municipalities are required to promote tourism and make tourism-related expenditures primarily in the geographical areas of the county or municipality in which the proceeds of the tax are collected where it is practical.

HISTORY: 1990 Act No. 612, Part II, Section 74B; 1991 Act No. 147, Section 1; 2010 Act No. 284, Section 2, eff upon approval (became law without the Governor's signature on June 28, 2010); 2014 Act No. 184 (S.294), Sections 1, 2, eff June 2, 2014; 2023 Act No. 57 (S.284), Section 2, eff May 19, 2023.

Editor's Note

2023 Act No. 57, Section 9, provides as follows:

"SECTION 9. Before the beginning of the 2030 Legislative Session, the Director of the Department of Parks, Recreation and Tourism, in consultation with the Secretary of Commerce and the Commissioner of Agriculture, shall issue a report to the General Assembly detailing the effects on tourism and workforce housing resulting from the codified provisions of this act."

Effect of Amendment

The 2010 amendment, in item (3), inserted "only" preceding "for advertising" in the first sentence and added the last two sentences.

2014 Act No. 184, Section 1, in subsection (4)(b), changed the paragraph designators from arabic to roman numbers"; and in subsection (4)(b)(vii), inserted ", including beach renourishment".

2014 Act No. 184, Section 2, rewrote subsection (4)(c).

2023 Act No. 57, Section 2, in (4), in (b), inserted (ix) and made nonsubstantive changes, and in (c)(ii), in the first sentence, inserted "or development of workforce housing, which must include programs to promote home ownership".

SECTION 6-4-12. Housing impact analysis.

(A) If a local government intends to use the funds for the development of workforce housing, then the local government shall prepare a housing impact analysis prior to giving second reading to the ordinance.

(B) The analysis required by subsection (A) must include:

- (1) information about the effect of the ordinance on housing, including the effect of the ordinance on each of the following:
 - (a) the cost of developing, construction, rehabilitating, improving, maintaining, or owning single-family or multifamily dwellings;
 - (b) the purchase price of new homes or the fair market value of existing homes;
 - (c) the cost and availability of financing to purchase or develop housing;
 - (d) housing costs; and

(e) the density, location, setback, size, or height development on a lot, parcel, land division, or subdivision; and

(2) an analysis of the relative impact of the ordinance on low- and moderate-income households.

(C) The following applies to information on housing costs required to be included in the analysis conducted pursuant to subsection (B)(1)(d):

(1) the analysis must include reasonable estimates of the effect of the ordinance on housing costs, expressed in dollar amounts. The local government shall include a brief summary of, or worksheet demonstrating, the computations used in determining the dollar amounts. However, if the local government determines that it is not possible to make an estimate expressed in dollar amounts, then the analysis must include a statement setting forth the reasons for the local government's determination; and

(2) the analysis must include descriptions of both the immediate effect and, to the extent ascertainable, the long-term effect of the ordinance on housing costs.

(D) Except as otherwise provided in this section, a housing impact analysis required pursuant to this section must be based on costs associated with the development, construction, financing, purchasing, sale, ownership, or availability of a median-priced single-family residence. However, the analysis may include estimates for larger developments as part of an analysis of the long-term effects of the ordinance.

(E) A local government may request information from any state agencies, local units of government, universities or colleges, organizations, or individuals as necessary to prepare a housing impact analysis pursuant to this section.

(F) The local government shall provide the housing impact analysis for an ordinance to the members of the legislative body of the local government, the Department of Revenue, and the Tourism Expenditure Revenue Committee before the ordinance is considered by the legislative body. The Department of Revenue may not disburse any accommodations taxes to the local government for purposes of development of workforce housing unless and until the local government has provided the housing impact analysis to the parties required pursuant to this subsection.

HISTORY: 2023 Act No. 57 (S.284), Section 4, eff May 19, 2023.

Editor's Note

2023 Act No. 57, Section 9, provides as follows:

"SECTION 9. Before the beginning of the 2030 Legislative Session, the Director of the Department of Parks, Recreation and Tourism, in consultation with the Secretary of Commerce and the Commissioner of Agriculture, shall issue a report to the General Assembly detailing the effects on tourism and workforce housing resulting from the codified provisions of this act."

SECTION 6-4-15. Use of revenues to finance bonds.

A municipality or county may issue bonds, enter into other financial obligations, or create reserves to secure obligations to finance all or a portion of the cost of constructing facilities, all of which must fulfill the purpose of this chapter, for civic activities, the arts, cultural events, or workforce housing that includes programs to promote home ownership. The annual debt service of indebtedness incurred to finance the facilities or lease payments for the use of the facilities may be provided from the funds received by a municipality or county from the accommodations tax in an amount not to exceed the amount received by the municipality or county after deduction of the accommodations tax funds dedicated to the general fund and the advertising and promotion fund. However, none of the revenue received by a municipality or county from the accommodations tax may be used to retire outstanding bonded indebtedness unless accommodations tax revenue was obligated for that purpose when the debt was incurred.

HISTORY: 1991 Act No. 147, Section 1; 2023 Act No. 57 (S.284), Section 3, eff May 19, 2023.

Editor's Note

2023 Act No. 57, Section 9, provides as follows:

"SECTION 9. Before the beginning of the 2030 Legislative Session, the Director of the Department of Parks, Recreation and Tourism, in consultation with the Secretary of Commerce and the Commissioner of Agriculture, shall issue a report to the General Assembly detailing the effects on tourism and workforce housing resulting from the codified provisions of this act."

Effect of Amendment

2023 Act No. 57, Section 3, in the first sentence, substituted ", all of which must fulfill the purpose of this chapter, for civic activities, the arts, cultural events, or workforce housing that includes programs to promote home ownership" for "for civic activities, the arts, and cultural events which fulfill the purpose of this chapter".

SECTION 6-4-20. Administration account established; State Treasurer's duties; distribution of account revenues; exceptions to tourism spending mandate.

(A) An accommodations tax account is created to be administered by the State Treasurer.

(B) At the end of each fiscal year and before August first a percentage, to be determined by the State Treasurer, must be withheld from those county areas collecting four hundred thousand dollars or more from that amount which exceeds four hundred thousand dollars from the tax authorized by Section 12-36-2630(3), and that amount must be distributed to assure that each county area receives a minimum of fifty thousand dollars. The amount withheld from those county areas collecting four hundred thousand dollars or more must be apportioned among the municipalities and the county in the same proportion as those units received quarterly remittances in Section 12-36-2630(3). If the total statewide collections from the local accommodations tax exceeds the statewide collections for the preceding fiscal year then this fifty thousand dollar figure must be increased by a percentage equal to seventy-five percent of the statewide percentage increase in statewide collections for the preceding fiscal year. The difference between the fifty thousand dollars minimum and the actual collections within a county area must be distributed to the eligible units within the county area based on population as determined by the most recent United States census.

(C) At the end of each fiscal year and before August first, the State Treasurer shall distribute to each county area collecting more than fifty thousand dollars but less than four hundred thousand dollars an additional fifteen thousand dollars. If the total statewide collections from the local accommodations tax exceed the statewide collections for the preceding fiscal year, this fifteen thousand dollar figure must be increased by a percentage equal to seventy-five percent of the statewide percentage increase in statewide collections for the preceding fiscal year. This amount must be distributed in the same manner as the fifty thousand dollars in subsection (B). The amount paid those qualified county areas under this subsection must be paid from the account created under this section.

(D) The amount withheld in excess must be distributed to the county areas whose collections exceed four hundred thousand dollars based on the ratio of the funds available to the collections by each county area.

(E) The accommodations tax funds received by a municipality or county in county areas collecting fifty thousand dollars or less are not subject to the tourism-related provisions of this chapter.

(F) Two percent of the local accommodations tax levied pursuant to Section 12-36-2630(3) must be remitted quarterly and equally to the eleven agencies designated by law and regional organizations to administer multi-county tourism programs in the state tourism regions as identified in the promotional publications of the South Carolina Department of Parks, Recreation and Tourism. This remittance is in addition to other funds that may be allocated to the agencies by local governments.

(G) The State Treasurer may correct misallocations to counties and municipalities from accommodations tax revenues by adjusting subsequent allocations, but these adjustments may be made only in allocations made in the same fiscal year as the misallocation.

HISTORY: 1990 Act No. 612, Part II, Section 74B; 1991 Act No. 147, Section 1; 1991 Act No. 168, Section 2.

Code Commissioner's Note

1991 Act No. 168, Section 2, originally amended this section by adding item "(5)." By direction of the Code Commissioner, the added text was redesignated as subsection "(G)" to conform to the designations in the earlier amendment of this section by 1991 Act No. 147, Section 1.

SECTION 6-4-25. Advisory Committee; guidelines for expenditures; annual reports; reports to Accommodations Tax Oversight Committee.

(A) A municipality or county receiving more than fifty thousand dollars in revenue from the accommodations tax in county areas collecting more than fifty thousand dollars shall appoint an advisory committee to make recommendations on the expenditure of revenue generated from the accommodations tax. The advisory committee consists of seven members with a majority being selected from the hospitality industry of the municipality or county receiving the revenue. At least two of the hospitality industry members must be from the lodging industry where applicable. One member shall represent the cultural organizations of the municipality or county receiving the revenue. For county advisory committees, members shall represent the geographic area where the majority of the revenue is derived. However, if a county which receives more in distributions of accommodations taxes than it collects in accommodations taxes, the membership of its advisory committee must be representative of all areas of the county with a majority of the membership coming from no one area.

(B) A municipality or county and its advisory committee shall adopt guidelines to fit the needs and time schedules of the area. The guidelines must include the requirements for applications for funds from the special fund used for tourism-related expenditures. A recipient's application must be reviewed by an advisory committee before it receives funds from a county or municipality.

(C) Advisory committees shall submit written recommendations to a municipality or county at least once annually. The recommendations must be considered by the municipality or county in conjunction with the requirements of this chapter.

(D) Municipalities and counties annually shall submit to the South Carolina Accommodations Tax Oversight Committee:

- (1) end-of-the-year report detailing advisory committee accommodations tax recommendations;
- (2) municipality's or county's action following the recommendations;
- (3) list of how funds from the accommodations tax are spent, except for the first twenty-five thousand dollars and five percent of the balance in Section 6-4-10(2) allocated to the general fund. The list is due before October first and must include funds received and dispersed during the previous fiscal year;
- (4) list of advisory committee members noting the chairman, business address if applicable, and representation of the hospitality industry including the lodging industry and cultural interests.

(E) The regional tourism agencies in Section 6-4-20 annually shall submit reports on their budgets and annual expenditure of accommodations tax funds pursuant to this chapter to the Accommodations Tax Oversight Committee.

HISTORY: 1991 Act No. 147, Section 1; 2002 Act No. 312, Section 3.

SECTION 6-4-30. Repealed by 2003 Act No. 69, Section 3.MM, eff June 18, 2003.

Editor's Note

Former section was entitled "Department of Revenue's duties regarding accommodations taxes" and was derived from 1991 Act No. 147, Section 1; 1997 Act No. 87, Section 1; 2001 Act No. 74, Section 3.B.

SECTION 6-4-35. Tourism Expenditure Review Committee.

(A) There is established the Tourism Expenditure Review Committee consisting of eleven members as follows:

- (1) one member appointed by the Speaker of the House;
- (2) one member appointed by the President of the Senate;
- (3) the Director of the South Carolina Department of Parks, Recreation and Tourism, or his designee, ex officio;
- (4) eight members appointed by the Governor as follows:
 - (a) one member on the recommendation of the South Carolina Association of Tourism Regions;
 - (b) one member on the recommendation of the South Carolina Association of Convention and Visitors Bureaus;
 - (c) one member on the recommendation of the South Carolina Travel and Tourism Coalition;
 - (d) one member on the recommendation of the Municipal Association of South Carolina;
 - (e) one member on the recommendation of the South Carolina Association of Counties;
 - (f) one member on the recommendation of the Hospitality Association of South Carolina;
 - (g) one member on the recommendation of the South Carolina Arts Commission; and
 - (h) one member at large.

Appointed members shall serve for terms of four years and until their successors are appointed and qualify, except that of those first appointed by the Governor, four shall serve for a term of two years and the term must be noted on the appointment. Regardless of the date of appointment, all terms expire July first of the applicable year. Members shall serve without compensation but may receive the mileage, subsistence, and per diem allowed by law for members of state boards, committees, and commissions. Vacancies must be filled in the manner of original appointment for the unexpired portion of the term.

(B)(1)(a) The Tourism Expenditure Review Committee shall serve as the oversight authority on all questionable tourism-related expenditures and to that end, all reports filed pursuant to Section 6-4-25(D)(3) must be forwarded to the committee for review to determine if they are in compliance with this chapter. The municipality or county must be notified if an expenditure is questioned, and the committee may consider any further supporting information the municipality or county may provide. If the committee finds an expenditure to be in noncompliance, it shall certify the noncompliance to the State Treasurer, who shall withhold the amount of the expenditure found in noncompliance from subsequent distributions in accommodations tax revenue otherwise due the municipality or county. An appeal from an action of the committee under this subitem lies with the Administrative Law Judge Division.

(b) If the committee determines that a municipality or county has failed to file the reports required pursuant to Section 6-4-25(D)(3), it may impose a fee of five hundred dollars a month or part of a month for each month the report is not filed, but not more than five thousand dollars. The committee shall certify the penalty to the State Treasurer, who shall withhold the amount of the penalty from subsequent distributions otherwise due the municipality or county. An appeal from an action of the committee under this subitem lies with the Administrative Law Judge Division.

(c) Allocations withheld must be reallocated proportionately to all other recipients.

(2) The committee has jurisdiction to investigate and research facts on written complaints submitted to it with regard to the appropriate tourism-related expenditures and resolve these complaints as provided in item (1) of this subsection.

(3) The committee shall forward copies of information submitted by the local governments and regional tourism agencies pursuant to Section 6-4-25 arising under the tourism provisions of this chapter to the Department of Parks, Recreation and Tourism, which shall publish an annual report on the information submitted.

HISTORY: 2001 Act No. 74, Section 3.A; 2003 Act No. 38, Section 1, eff June 2, 2003; 2019 Act No. 1 (S.2), Section 31, eff January 31, 2019.

Editor's Note

2004 Act No. 202, Section 3, provides as follows:

"Wherever the term 'Administrative Law Judge Division' appears in any provision of law, regulation, or other document, it must be construed to mean the Administrative Law Court established by this act."

Effect of Amendment

The 2003 amendment, in subsection (A) substituted "eleven" for "nine" in the introductory paragraph, substituted "eight" for "six" in paragraph (4), added paragraphs (4)(g) and (4)(h), and made nonsubstantive changes.

2019 Act No. 1, Section 31, in (A)(2), substituted "President of the Senate" for "President Pro Tempore of the Senate".

Legislative Services Agency
<http://www.scstatehouse.gov>

Town of Hilton Head Island
Accommodations Tax Grants 2019 to 2024
by Calendar Year

Grantee Agency	2019	2020	2021	2021	2022	2023	2024 GRANTS		
	Town Council Award	Town Council Award	Town Council Award	Out-of-Cycle Town Council Award	Town Council Award	Town Council Award	2024 Applicant Request	ATAC Recommendation	Town Council Award
Art League of Hilton Head	65,000	65,000	65,000	-	95,000	75,000	75,000	75,000	
Arts Center of Coastal Carolina	400,000	406,000	325,000	-	405,000	420,000	430,000	430,000	
David M. Carmines Memorial Foundation	100,000	115,000	115,000	-	19,600	181,000	181,000	181,000	
Gullah Museum of Hilton Head Island	55,000	55,000	17,000	-	125,000	139,700	150,000	150,000	
Gullah Roots Historical Foundation	-	-	-	-	-	-	200,000	-	
Habitat for Humanity of the Lowcountry	-	-	-	-	-	-	150,000	-	
Harbour Town Merchants Association	21,000	21,000	-	-	23,000	29,000	29,000	29,000	
HHI Audubon Society	-	3,600	-	-	-	17,588	20,100	20,100	
HHI Choral Society	40,000	40,000	16,000	-	50,000	10,000	15,000	15,000	
HHI Concours d'Elegance	250,000	282,000	88,000	-	307,000	385,000	362,000	362,000	
HHI Dance Theater	15,000	15,000	19,000	-	19,000	20,000	20,000	20,000	
Hilton Head Disc Golf	-	20,000	-	-	-	-	-	-	
Hilton Head Island Airport	40,000	90,000	165,000	-	160,000	155,000	150,000	150,000	
Hilton Head Island Bridge Association	20,000	25,000	-	-	-	15,000	15,000	15,000	
Hilton Head Island Land Trust	-	15,000	28,684	-	41,000	-	37,300	36,632	
HHI Rec Assoc.(Wingfest & Other Festivals)	25,000	25,000	10,000	-	35,000	60,000	60,000	60,000	
HHI St. Patrick's Day Parade	20,000	22,000	-	-	41,235	71,704	86,000	74,065	
HH MLK Committee for Justice	-	-	-	-	-	-	5,000	4,513	
HHI Wine & Food, Inc (Rhythm and Brews)	130,000	125,000	88,000	-	-	25,000	30,000	30,000	
HHI Wine and Food Fest)	-	-	-	-	130,000	130,000	130,000	130,000	
HHI Symphony Orchestra	250,000	260,000	270,000	29,813	270,000	300,000	330,000	330,000	
Lean Ensemble Theatre	30,000	35,000	40,000	25,000	40,000	50,000	50,000	50,000	
Lowcountry Golf Course Owners Assoc.	50,000	50,000	50,000	-	50,000	50,000	100,000	100,000	
Long Cove Club	-	-	-	-	30,000	51,442	59,240	56,653	
Lowcountry Gullah	-	-	75,000	-	75,000	95,889	100,000	100,000	
Main Street Youth Theater	15,000	17,000	25,000	-	-	-	-	-	
Mitchelville Preservation Project	172,500	185,000	185,000	-	185,000	185,000	190,000	190,000	
Native Island Business & Community	120,000	125,000	225,000	-	205,000	235,000	225,000	225,000	
Operation R & R	-	-	2,000	-	-	-	-	-	
Palmetto Quilt Guild	-	-	-	4,110	-	-	7,500	7,500	
Paul Miller Fund	-	-	-	-	-	-	50,000	16,500	
Sea Pines Forest Preserve	-	-	-	-	35,000	-	40,000	40,000	
Sea Turtle Patrol HHI	-	-	-	26,988	47,900	64,500	70,000	55,040	**
Shelter Cove Harbour Company	80,000	80,000	-	-	150,000	195,000	244,600	244,600	
Skull Creek July 4th Celebration	17,737	21,000	-	-	-	-	-	-	
TEDx Hilton Head	-	-	-	-	16,000	25,000	45,000	45,000	
The Boys & Girls Club of Hilton Head	20,000	22,000	-	-	30,000	35,000	40,000	40,000	
The Coastal Discovery Museum	285,000	297,500	310,000	64,319	325,000	325,000	375,000	375,000	
Coastal Discovery Museum- Disc Golf	25,000	-	-	-	-	-	-	-	
Coastal Disc. Museum-Lowcountry Fair	-	5,000	-	-	-	-	-	-	
Coastal Disc. Museum(Honey Horn)	-	-	350,000	-	-	695,350	300,000	300,000	
The First Tee of the Lowcountry	25,000	25,000	25,000	30,000	40,000	40,000	40,000	40,000	
First Tee of the Lowcountry-(Disc Golf)	-	-	-	-	-	-	-	-	
The Heritage Library	58,000	115,000	110,000	-	120,000	118,000	135,000	135,000	
The Heritage Library- History Day	6,946	-	-	-	-	-	-	-	
The Heritage Library-Zion History Park	55,000	-	-	-	-	-	-	-	
The Outside Foundation	8,500	-	10,367	20,000	34,400	59,480	72,000	72,000	
The Sandbox	45,895	54,500	17,875	135,000	44,400	59,895	60,765	60,765	
Town of HH Island-(Lantern Parade)	10,000	-	-	-	-	-	-	-	
University of South Carolina	-	-	-	-	-	-	83,188	2,000	
World Affairs Council of HHI	-	-	8,984	-	5,000	5,000	5,000	-	
Subtotal	2,455,578	2,616,600	2,640,910	335,230	3,153,535	4,323,548	4,767,693	4,267,368	
DMO Supplemental Grant	535,000	575,000	350,000	-	530,000	350,000			
Total Grants	2,990,578	3,191,600	2,990,910	335,230	3,683,535	4,673,548	4,767,693	4,267,368	-
			<u>3,326,140</u>						

** Based on the revised information provided to Town Council by Amber Kuehn, the staff calculation shows that the Sea Turtle Patrol would be eligible under TERC Guidelines for a full funded grant recommendation

**A RESOLUTION BY THE TOWN COUNCIL OF THE TOWN OF
HILTON HEAD ISLAND, APPROVING THE CALENDAR YEAR
2024 ACCOMMODATIONS TAX GRANTS.**

WHEREAS, pursuant to South Carolina Code Section 6-4-10-4(b), The funds received by a county or municipality which has a high concentration of tourism activity may be used to provide additional county and municipal services including, but not limited to, law enforcement, traffic control, public facilities, and highway and street maintenance, as well as the continual promotion of tourism; and

WHEREAS, to advise and recommend to the Town Council of Hilton Head Island on the expenditure of revenue generated from State Accommodations Tax as required by Article 6, S.C. Code, Title 12, Chapter 35, known as the Accommodation Tax Act (hereafter referred to as “The Act”); and

WHEREAS, On October 30, 2023, the Town of Hilton Head Island Accommodations Tax Advisory Committee reviewed the calendar year 2024 accommodations tax grants and has recommended that Town Council approve the grants as presented; and

WHEREAS, Town Council now desires to approve the Accommodations Tax Grants for calendar year 2024 as presented by the Accommodations Tax Advisory Committee.

NOW, THEREFORE, BE IT, AND IT HEREBY IS, RESOLVED BY THE TOWN COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, THAT the Town Council hereby approves the 2024 Accommodations Tax Grants as presented by the Accommodations Tax Committee.

MOVED, APPROVED, AND ADOPTED ON THIS_____ DAY OF _____, 2023.

Alan R. Perry, Mayor

ATTEST:

Kimberly Gammon, Town Clerk

APPROVED AS TO FORM

Curtis L. Coltrane, Town Attorney

Introduced by Council Member:_____



TOWN OF HILTON HEAD ISLAND

Town Council

TO: Mayor Perry & Town Council Members
FROM: Erik Ladd, PLA, *Project Manager - Parks & Public Space Division*
VIA: Shawn Colin, AICP, *Asst. Town Manager - Community Development*
VIA: Bryan McIlwee, PE, *Director of Public Projects & Facilities*
VIA: Ben Brown, *Senior Advisor to the Town Manager*
CC: Marc Orlando, ICMA-CM, *Town Manager*
DATE: November 28, 2023
SUBJECT: Consideration of a Resolution to Adopt the Patterson Family Park Master Plan

RECOMMENDATION:

That Town Council considers a resolution to adopt the Patterson Family Park Master Plan (Attachment 1).

The Parks and Recreation Commission met on November 16, 2023 and voted unanimously to recommend Town Council approve the master plan for Patterson Family Park.

BACKGROUND

The Patterson Family Tract was sold to the Town by the Patterson Family in 2001, with the intention of developing the waterfront portion into a future neighborhood park. The property was purchased through a bond referendum and real estate transfer fee, and its zoning is restricted to Parks and Recreation Space.

In July 2022 Town Staff and the consultant team prepared a preliminary project scope for the planning and design of the Patterson Family Park, which will be located on the upland area of a 3.65-acre undeveloped parcel within the Historic Marshland Community. This will be the first public park on the Marshland Road side of Broad Creek. The property contains approximately 1.5 acres of wetland area, and the upland portion of the park will serve as a passive use space with amenities for immediate neighborhood residents, while also providing a unique destination location for visitors. These neighborhoods include the Historic Marshland and Chaplin communities and the Habitat for Humanity community along Alex Patterson Road. The presence of wetlands on the site and spectacular views of Broad Creek will provide special opportunities for integration of nature and design.

Community engagement to solicit input and feedback to identify key stakeholders and further refine the scope of work also began in July 2022. This provided the project team

with initial ideas to develop a preliminary concept plan for the space. During this phase of work, the team also identified some development challenges regarding vehicular access to the site, which is bisected by a large area of critical wetland. Staff reached out to adjacent landowners to discuss potential strategies and opportunities for access via land acquisition.

During the February 2023 Town Council Workshop meeting, the project team presented a preliminary master plan showcasing a small neighborhood park with amenities including bike and pedestrian circulation, passive recreational uses, vehicular parking, activity zones for adults and children, sheltered space and viewsheds to Broad Creek.

In April 2023, Town Council approved the pursuit of land acquisition for an adjacent 1-acre undeveloped parcel owned by Mr. Herbert Ford, which will provide the necessary vehicular access to the park while also providing unrestricted access for adjacent property owners and emergency vehicles. Land acquisition is currently underway.

To further refine the park plans, the project team sought additional consultation from Jasmine White, an Island-based designer. Beginning in August 2023 Jasmine conducted a series of interviews with key Native Islander community members to include Dr. Louise Cohen and Mr. Thomas C. Barnwell, JR. In her work she was able to uncover more cultural and historical aspects of the Patterson Family and property, which generated unique design ideas that could be integrated into the park and ultimately refined the proposed Conceptual Master Plan.

During the Town Council Workshop on November 9, 2023, Town Staff presented the proposed Conceptual Master Plan that includes:

- Safe pedestrian connectivity with crosswalks to the existing pathway network
- Vehicular access that accommodates park users, emergency vehicles and adjacent property owners
- Connectivity and inclusion with adjacent property owners to include Beautiful Island Square
- Internal pathways with lighting and interpretation
- Passive open lawn space
- Interactive playground with STEAM (Science, Technology, Engineering, Arts & Math) features with a farming theme paying homage to the Patterson Family's role in local agriculture
- Adult activity zone with outdoor fitness stations
- Large, covered pavilion with restrooms, tables and opportunities for historical storyboard panels and wayfinding signage
- Overlook area with views of Broad Creek
- Integration of existing natural features such as specimen trees and wetland areas
- Multiple seating opportunities and oyster tables with roasting areas

The estimated opinion of probable cost for construction of Patterson Family Park is approximately \$3 million equating to approximately \$1.5 million per developable acre.

Staff has prepared a cost comparison with two other parks that were completed within the past ten years as outlined below:

- Construction on the Shelter Cove Community Park (Phase 1) was completed in 2015 for approximately \$2.5 million. The scope of this project included open space with pathways, a boardwalk, a restroom building, playground, large pavilion and associated drainage, landscaping, and furnishings. The developed area was approximately 3.5 acres, which equated to approximately \$700 thousand per acre.
- Construction on the Lowcountry Celebration Park was completed in 2020 for approximately \$15.9 million. The scope of this project included open space with pathways, parking, streetscape improvements, a large venue structure, a restroom building, large destination playground, an educational building, and associated drainage, landscaping, and furnishings. The developed area was approximately 12.1 acres, which equated to approximately \$1.3 million per acre.

SUMMARY:

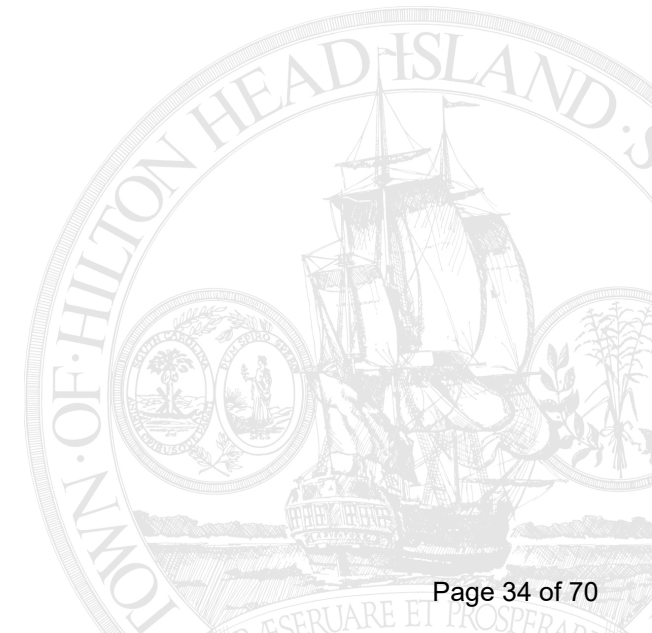
Based on Community input and recommendations approved through Our Plan and the 2020 Parks & Recreation Master Plan, Town Council approved funding in the Capital Budget to develop a small neighborhood park at the property currently known as Patterson Family Tract. The funding sources for this project include ATAX Beach Fee, Hospitality Tax, TIF Revenue, and a Community Development Block Grant. The total FY24 budget is \$2.2 million.

ATTACHMENTS:

1. Resolution for Patterson Family Park
 - a. Exhibit A: Patterson Family Park Master Plan
2. November 9, 2023, Town Council Workshop Draft Meeting Minutes

Town Council Meeting Patterson Family Park

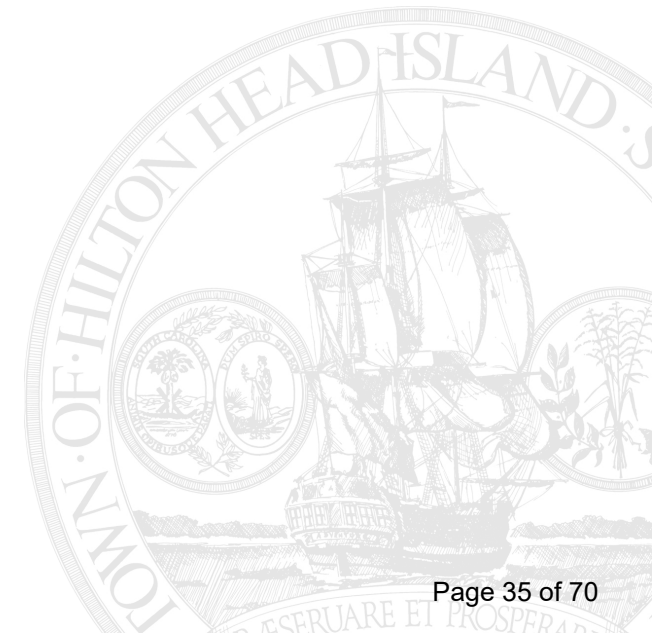
Town of Hilton Head Island Town Council | December 5, 2023



Town of Hilton Head Island

Agenda

- Master Plan Process
- Project Location
- Final Master Plan
- Next Steps
- Questions



Town of Hilton Head Island

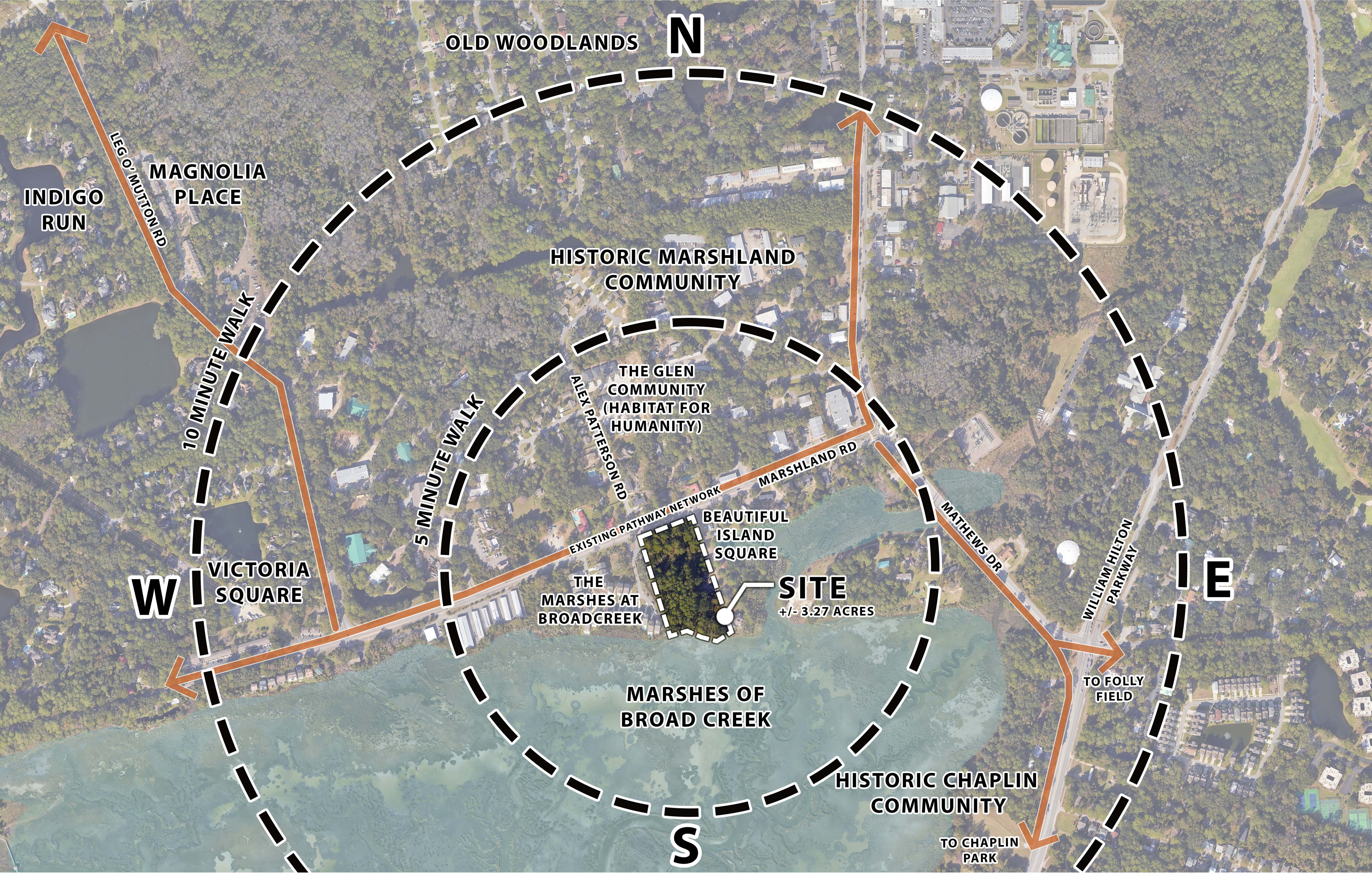
Patterson Family Park

Master Plan Process to Date





SITE CONTEXT MAP

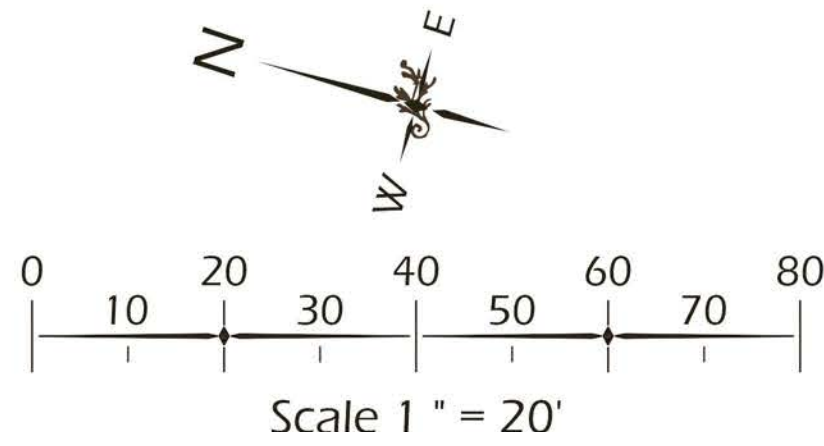


MASTER PLAN



LEGEND

- 1 - NEW ACCESS ROAD WITH ON-STREET PARKING (6 SPACES)
- 2 - ADJACENT PROPERTY DRIVEWAYS AND PARK TURNAROUND
- 3 - PARK ENTRY GATE (WITH CAMERAS AND WAYFINDING SIGNAGE)
- 4 - PARKING LOT (+/- 14 SPACES + 2 HC SPACES)
- 5 - PAVILION (+/- 2,500 SF) WITH WAYFINDING AND HISTORY PANEL
- 6 - OPEN AREA / ACTIVITY LAWN
- 7 - SEAT WALL AND VIEWING PLATFORM
- 8 - SEATING AREA
- 9A - FARM INSPIRED PLAYGROUND
- 9B - LOCALIZED STEM PLAY; FARMER'S JOURNAL
- 9C - ACTIVE USE ZONE
- 10 - HISTORY PEDESTRIAN BRIDGE WALK
- 11 - BIKE RACK AND KIOSK
- 12 - CROSSWALK
- 13 - TRELLIS ENTRY
- 14 - GRILLING / ROASTING AREA WITH OYSTER TABLES & RECYCLING BINS
- 15 - EMERGENCY VEHICLE TURNAROUND (GRASS PAVER SURFACE)
- 16 - EXISTING RESIDENCE TO REMAIN
- 17 - TABBY CONCRETE
- 18 - PERMEABLE PAVERS
- 19 - BUFFER PLANTINGS
- 20 - RELOCATE CARPORT TENT
- 21 - WETLAND FILL
- 22 - SWINGS
- 23 - PEDESTRIAN CONNECTION
- 24 - PEDESTRIAN / VEHICULAR CONNECTION
- 25 - FUTURE VEHICULAR CONNECTION
- 26 - FUTURE PATHWAY



Town of Hilton Head Island

Patterson Family Park

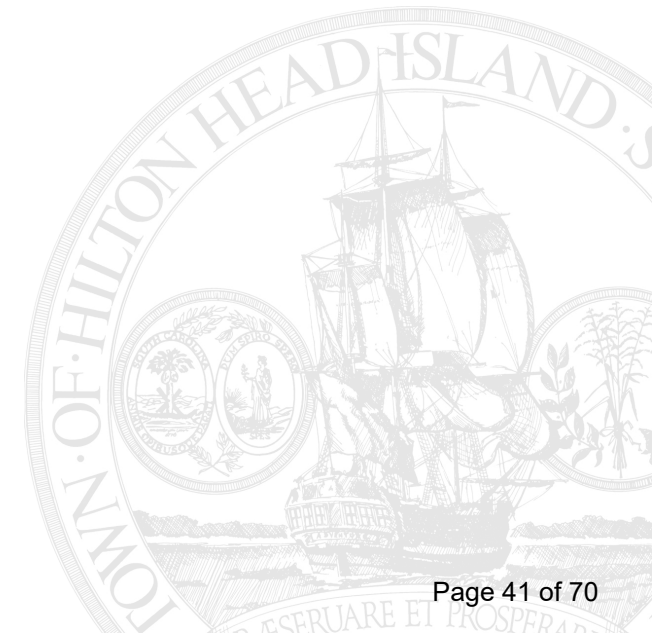
Next Steps



Town of Hilton Head Island

Patterson Family Park

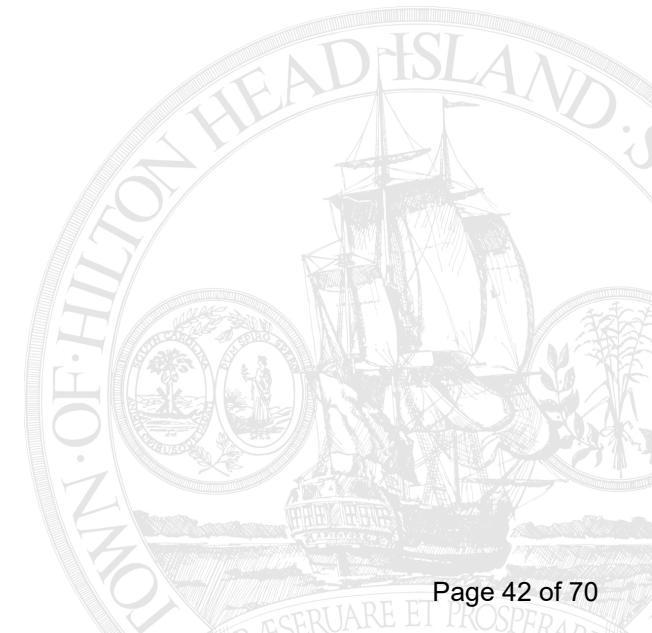
Questions?



Erik Ladd, Project Manager

erikl@hiltonheadislandsc.gov

hiltonheadislandsc.gov/cip



**A RESOLUTION BY THE HILTON HEAD ISLAND TOWN COUNCIL TO
ADOPT THE MASTER PLAN FOR PATTERSON FAMILY PARK**

WHEREAS, the Town of Hilton Head Island (the “Town”) owns an approximate 3.65 acre parcel known as the Patterson Family Tract in the historic Marshland community; and

WHEREAS, the Town desires to acknowledge the historical significance of the property and provide unique and meaningful recreational opportunities for the community; and

WHEREAS, the Town desires to provide final design and construction for a community park project known as the Patterson Family Park; and

WHEREAS, the Town staff presented a draft master plan (“Master Plan”) before the Parks and Recreation Commission on November 16, 2023; and

WHEREAS, the Parks and Recreation Commission voted unanimously to recommend approval of the Master Plan for Patterson Family Park; and

WHEREAS, the Hilton Head Island Town Council agrees with the Parks and Recreation Commission’s recommendation and now desires to approve the Master Plan for the Patterson Family Park.

NOW, THEREFORE, BE IT RESOLVED by the Mayor and Councilmembers of the Town of Hilton Head Island, in Council assembled, that the Town approves the Master Plan for Patterson Family Park attached hereto as Exhibit A.

THIS RESOLUTION SHALL BE EFFECTIVE IMMEDIATELY UPON ITS ADOPTION.

MOVED, APPROVED, AND ADOPTED ON THIS _____ DAY OF _____, 2023.

Alan R. Perry, Mayor

ATTEST:

Kimberly Gammon, Town Clerk

APPROVED AS TO FORM

Curtis L. Coltrane, Town Attorney

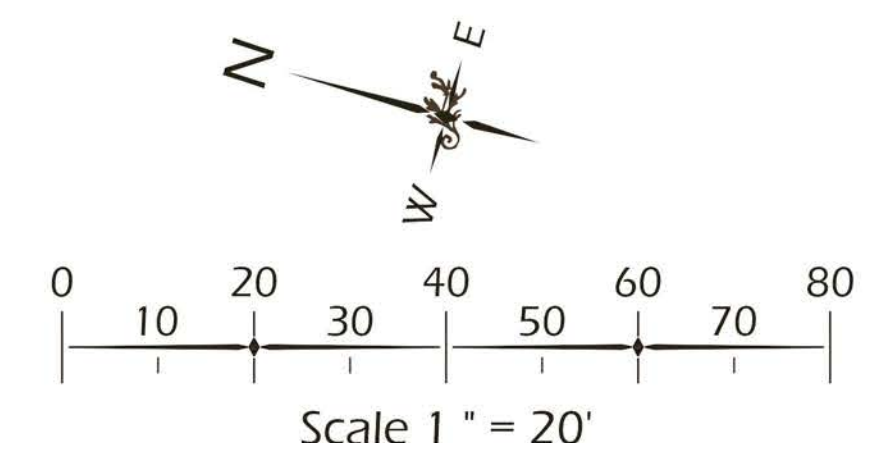
Introduced by Council Member: _____

MASTER PLAN



LEGEND

- 1 - NEW ACCESS ROAD WITH ON-STREET PARKING (6 SPACES)
- 2 - ADJACENT PROPERTY DRIVEWAYS AND PARK TURNAROUND
- 3 - PARK ENTRY GATE (WITH CAMERAS AND WAYFINDING SIGNAGE)
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- 24 - PEDESTRIAN / VEHICULAR CONNECTION
- 25 - FUTURE VEHICULAR CONNECTION
- 26 - FUTURE PATHWAY



DECEMBER 2023

PROJECT NO.: 1042.26
Witmer Jones Keefer Ltd. / 23 Promenade St., Suite 201, Bluffton SC. 29910 / ph: (843) 757.7411 / www.wjkltd.com

PATTERSON FAMILY PARK

TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA

© 2022 WJK LTD.
PLAN IS CONCEPTUAL IN NATURE
AND IS SUBJECT TO CHANGE.
THIS SHEET TO SCALE AT: 24"X26"

Witmer Jones Keefe
Ltd.
landscape architecture
and planning



Town of Hilton Head Island TOWN COUNCIL WORKSHOP Thursday, November 9, 2023 -1:00 PM Minutes

Call to Order

Mayor Perry called the meeting to order at 1:00 p.m.

Adoption of the Agenda

Ames moved to approve. Stanford seconded. Motion carried 7-0.

Workshop Discussion

Shawn Colin kicked off the workshop by introducing the team that is now working on both projects. Mr. Brian Witmer of Witmer Jones Keefer, Ms Jasmine White of Sark Formation and Mr. Kevin Smith of Thomas & Hutton. He also introduced staff that were involved, which includes Brian McIlwee, Director of Public Projects and Facilities, Erk Ladd, Project Manager, and Ben Brown, Senior Advisor to the Town Manager. He reviewed the work process which included a project kickoff, community engagement, comprehensive review and history and culture.

Patterson Park Master Plan

Colin conducted a detailed presentation regarding the proposed park. He provided a project background which consists of the following:

- 3.65-Acre Town-owned
- Parcel located at 23 Marshland Road in the Marshland Historic Neighborhood
- Acquired by the Town from the Patterson Family in early 2000's
- Project was included in the 2020 Parks & Recreation Master Plan
- Project includes the planning, design, and construction of a community park
- Funding Sources: ATAX Beach Fee, Hospitality Tax, TIF Revenue, and a
- Community Development Block Grant
- Total FY24 Budget: \$2.2M

Beginning in August 2023, Jasmine White, an Island-based designer, conducted a series of interviews with key Native Islander community members, including Dr. Louise Cohen and Mr. Thomas Barnwell. In her work she was able to uncover more cultural and historical aspects of the Patterson Family and property, which generated unique design ideas that could be integrated into the park and ultimately refined the

proposed Conceptual Master Plan. White explained the effort included the addition of the following key components:

- General history of the land and family
- Creation of a “Dominant Theme” for the park related to farming
- Identification of specific play features
- “Peace and Participate” features such as the pavilion, lawn, and observation platform

It was explained that beyond the Town Council Workshop to review the Conceptual Master Plan, the next steps include:

- Parks & Recreation Commission (PRC) Review – Nov 2023
- Refinements to plans - Based on Community, Parks and Recreation Commission and Town Council feedback
- Town Council Approval – Target is by end of CY 2023
- Begin Final Design – CY 2024

Following the detailed presentation and review of the Master Plan, Council members made comments, asked questions and had discussion regarding: the creativity within the plan; the need for the community to embrace the history of the property; acknowledgment of the research put into the project; inquiry into the economic aspects of the project as compared to past projects; how the project meets the eight goals noted in *Our Plan*; and acknowledgment of the community input effort.

Mayor Perry asked for public comment.

Tai Scott addressed Council regarding stating his appreciation for the project and stated he looks forward to the finished product which includes connectivity for Island Square and the work that will be done regarding drainage issues in the area.

Frank Babel addressed Council made comments regarding the process and stated he felt the item should have gone to the Parks and Recreation Commission for input and decision-making regarding the park.

Following public comment Council members made comments, asked questions and had discussion regarding: acknowledgment that a first elected Ward 1 Council Member was a direct descendant of the Patterson family and further research will unfold many historical notations regarding the property; confirmation that Community Block Grant Funding contributes to the cost of the park; the goal and effect that will happen in the surrounding community with such a project completed; inquiry into event management for the park; inquiry as to the location of the oyster area and concern for safety for nearby residents; the need to be sensitive regarding parking and the need for consistency within the area; concern for the resiliency of the site and the need to consider the use of fill for the property; confirmation of the location of the Patterson General Store; confirmation cameras will be on site for safety issues; inquiry into the

actual projected cost for the project and discussion regarding supplementing the original amount budgeted; the need for self-programming and historical markers with information and QR code access; suggestions that the Outside Foundation and Heritage Library be involved in the programming; confirmation the project fills the need for residential and community parks; confirmation this plan was presented to the Parks and Recreation Commission before coming to this Workshop and will return to the Commission after the plan has been refined and before Council reviews for final approval; and confirmation that by the time this park is completed it will be a four-year project and hopefully from lessons learned future projects will not take as long.

Taylor Park Master Plan

Shawn Colin conducted a detailed presentation regarding the proposed park. He explained The Taylor Family Tract was donated to the Town by the Taylor Family in 1991, with the intention of it being developed into a future neighborhood park. The property zoning is restricted to Parks and Recreation Space.

In July 2023 Town Staff and the consultant team prepared a preliminary project scope for the planning and design of the Taylor Family Park, which will be located on the 4.9-acre undeveloped parcel within the Historic Squire Pope Neighborhood. The property contains approximately one acre of wetland area, and the upland portion of the park will serve as a passive-use space with amenities for immediate neighborhood residents such as the Historic Squire Pope community as well as others along Wild Horse Road, Gumtree Road, and Squire Pope Road. In addition, the park will provide a unique destination location for visitors. The presence of several large live oaks, young maritime woodland vegetation and a freshwater wetland on the site provides an opportunity for integration of nature and design.

Community engagement to solicit input and feedback to identify key stakeholders and further refine the scope of work also began in July 2023. This provided the project team with initial ideas to develop a preliminary concept plan for the space. During this phase of work, the team also sought additional consultation from Jasmine White, an Island-based designer.

The project team presented a Preliminary Master Plan to the community in October 2023 showcasing a small neighborhood park with amenities including bike and pedestrian traffic, passive recreational uses, vehicular parking, activity zones for adults and children, and sheltered space. The Master Plan for Taylor Family Park includes the following components:

- Safe pedestrian connectivity with a crosswalk to the existing pathway network
- Vehicular access that accommodates park users and emergency vehicles
- Internal pathways with lighting and interpretation
- Passive open lawn space
- Interactive playground with STEAM (Science, Technology, Engineering, Arts & Math) features

- Adult activity zone with outdoor fitness stations
- Covered pavilion with restrooms, tables, grills, and seating areas
- Integration of existing natural features such as specimen trees and wetland areas General history of the land and family
- Creation of a “Dominant Theme” for the park
- Identification of specific play features such as STEM
- “Peace and Participate” features such as History Path, Cultural Garden, and inclusion of a 55” Pecan tree that served as a meeting place for Gullah Elders throughout the last century
- Integration of new pecan tree plantings within the proposed landscape

Jasmine White conducted a series of interviews with key Native Islander community members to include Dr. Louise Cohen and Mr. Thomas Barnwell. In her work she was able to learn more about the Taylor Family and discovered an even deeper historical connection with the McKnight Family, who owned the property for a long period of time between post-Civil War and the 1950's. This effort helped generate unique ideas that will be integrated into various design components for the park.

Beyond the Town Council Workshop to review the Conceptual Master Plan, the next steps include:

- Parks & Recreation Commission (PRC) Review – Nov 2023
- Refinements to plans - Based on Community, PRC and Town Council feedback,
- Town Council Approval – Target is by end of CY 2023, and
- Begin Final Design – CY 2024

Mayor Perry asked for public comment:

Wynn Davis addressed Council regarding the concept, noting it's been 40 years, and she is glad to see it finally included in the budget and stated the concept is appreciated. She suggested the park be named after the Mc Knight family while paying homage to the Taylor family donation of the property.

Kim Davis addressed Council stating her concern regarding traffic in the area of the proposed park.

Louise Miller Cohen addressed Council regarding the importance of correct spelling of names for historical documentation. She expressed her appreciation to the Town for the efforts being made to document and protect history.

Thomas Barnwell, Jr. addressed Council expressing his appreciation to the team of Town staff for their efforts and Jasmine White for her intensive research.

Charlie Quigg addressed Council regarding the existing plaque on the property and the need for consideration to keep it.

Following the detailed presentation and review of the Master Plan, Council members made comments, asked questions and had discussion regarding: the need for unique programs to learn the history of the area; confirmation that the park is not being extended to Gumtree Road, but there would be a pathway from the park to the existing pathway on Gumtree Road; the convenience of the location from the Gullah Museum, Boys and Girls Club and First Tee; suggestion of adding additional pecan trees to the area; affirmation that additional smaller pavilions on the site would be a plus when the large pavilion is being utilized; the value of having a community park in the specific area; the need to listen to the community regarding the park; acknowledgment that celebrating the culture of the area; the need for gathering places at both parks; the need to utilize the park for family reunions; concern over engraving on the tables as it would encourage others to engrave comments; inquiry and confirmation as to the need for security on site; the need to confirm spellings of names; the need to consider safety for pedestrians and children; acknowledgment of the stories of the communities being told through the park; inquiry as to whether the sound of water can be an addition to the park; inquiry as to how to address the wetlands; a notation there is not a Gullah representative on the Parks and Recreation Commission; the need to involve the community early and often when planning this type of project; and a suggestion for speed limit controls on Wildhorse Road.

Colin expressed appreciation to all who contributed to the plan and stated the concept will be refined based on the input received through this workshop, will go to the Parks and Recreation Commission in November for review and then on to Town Council for approval of the final Master Plan in order to move on to implementation.

Appearance by Citizens

No requests.

Adjournment

The workshop was adjourned at 3:11 p.m.

Approved:

Kimberly Gammon, Town Clerk

Alan R. Perry, Mayor

The recording of this Meeting can be found on the Town's website at www.hiltonheadislandsc.gov



TOWN OF HILTON HEAD ISLAND

Town Council

TO: Mayor Perry & Town Council Members
FROM: Erik Ladd, PLA, *Project Manager - Parks & Public Space Division*
VIA: Shawn Colin, AICP, *Asst. Town Manager - Community Development*
VIA: Bryan McIlwee, PE, *Director of Public Projects & Facilities*
VIA: Ben Brown, *Senior Advisor to the Town Manager*
CC: Marc Orlando, ICMA-CM, *Town Manager*
DATE: November 28, 2023
SUBJECT: Consideration of a Resolution to Adopt the Taylor Family Park Master Plan

RECOMMENDATION:

That Town Council considers a resolution to adopt the Taylor Family Park Master Plan (Attachment 1).

The Parks and Recreation Commission met on November 16, 2023 and voted unanimously to recommend Town Council approve the master plan for Taylor Family Park with the following consideration:

- The park should be named in a manner that honors both the McKnight and Taylor family histories and associations with the property

BACKGROUND:

The Taylor Family Tract was donated to the Town by the Taylor Family in 1991, with the intention of it being developed into a future neighborhood park. The property zoning is restricted to Parks and Recreation Space.

In July 2023, Town Staff and the consultant team prepared a preliminary project scope for the planning and design of the Taylor Family Park, which will be located on the 4.9-acre undeveloped parcel within the Historic Squire Pope Community. The property contains approximately 1 acre of wetland area, and the upland portion of the park will serve as a passive use space with amenities for immediate neighborhood residents such as the Historic Squire Pope community as well as others along Wild Horse Road, Gumtree Road, and Squire Pope Road. In addition, the park will provide a unique destination location for visitors. The presence of several large live oaks, young maritime woodland vegetation and a freshwater wetland on the site provides an opportunity for integration of nature and design.

Community engagement to solicit input and feedback to identify key stakeholders and further refine the scope of work also began in July 2023. This provided the project team with initial ideas to develop a preliminary concept plan for the space. During this phase of work, the team also sought additional consultation from Jasmine White, an Island-based designer.

Beginning in August 2023, Jasmine White conducted a series of interviews with key Native Islander community members to include Dr. Louise Cohen and Mr. Thomas C. Barnwell, JR. In her work she was able to learn more about the Taylor Family and discovered an even deeper historical connection with the McKnight Family, who owned the property for a long period of time between post-Civil war and the 1950's. This effort helped generate unique ideas that will be integrated into various design components for the park.

The project team presented a Preliminary Master Plan to the community in October 2023 showcasing a small neighborhood park with amenities including bike and pedestrian circulation, passive recreational uses, vehicular parking, activity zones for adults and children, and sheltered space.

During the Town Council Workshop on November 9, 2023, Town Staff presented the proposed Conceptual Master Plan for Taylor Family Park that includes:

- Integration of storyboards paying homage to the Taylor and McKnight families
- Safe pedestrian connectivity with a crosswalk to the existing pathway network
- Vehicular access that accommodates park users and emergency vehicles
- Internal pathways with lighting and interpretation
- Passive open lawn space
- Interactive playground with STEAM (Science, Technology, Engineering, Arts & Math) features with a fishing theme paying homage to the McKnight Family's role in local fishing
- Adult activity zone with outdoor fitness stations
- Large, covered pavilion with restrooms, tables, grills, and seating areas
- Smaller shade structures or pavilions within the landscape
- Integration of existing natural features such as specimen trees and wetland areas
- General history of the land and family
- "Peace and Participate" features such as History Path, Cultural Garden, and inclusion of a 55" Pecan tree that served as a meeting place for Gullah Elders throughout the last century
- Integration of new pecan tree plantings within the proposed landscape

The estimated opinion of probable cost for construction of Taylor Family Park is approximately \$3 million equating to approximately \$770 thousand per developable acre. Staff has prepared a cost comparison with two other parks that were completed within the past ten years as outlined below:

- Construction on the Shelter Cove Community Park (Phase 1) was completed in 2015 for approximately \$2.5 million. The scope of this project included open space with pathways, a boardwalk, a restroom building, playground, large pavilion and associated drainage, landscaping, and furnishings. The developed area was approximately 3.5 acres, which equated to approximately \$700 thousand per acre.
- Construction on the Lowcountry Celebration Park was completed in 2020 for approximately \$15.9 million. The scope of this project included open space with pathways, parking, a large venue structure, a restroom building, large destination playground, an educational building, and associated drainage, landscaping, and furnishings. The developed area was approximately 12.1 acres, which equated to approximately \$1.3 million per acre.

SUMMARY:

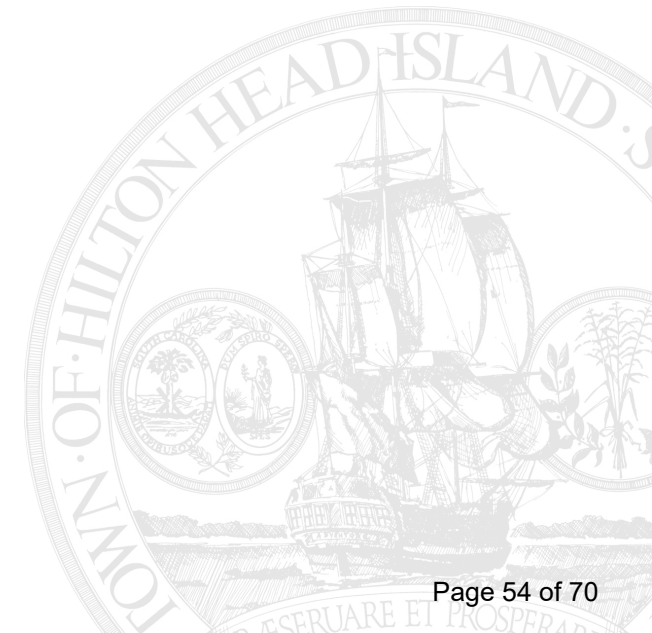
Based on Community input and recommendations approved through Our Plan and the 2020 Parks & Recreation Master Plan, Town Council approved funding in the Capital Budget to develop a small neighborhood park at the property currently known as Taylor Family Tract. The funding sources for this project include Real Estate Transfer Fee, Sale of Land, and a Community Development Block Grant. The total FY24 budget is \$1 million.

ATTACHMENTS:

1. Resolution for Taylor Family Park
 - a. Taylor Family Park Master Plan
2. November 9, 2023, Town Council Workshop Draft Meeting Minutes

Town Council Meeting Taylor Family Park

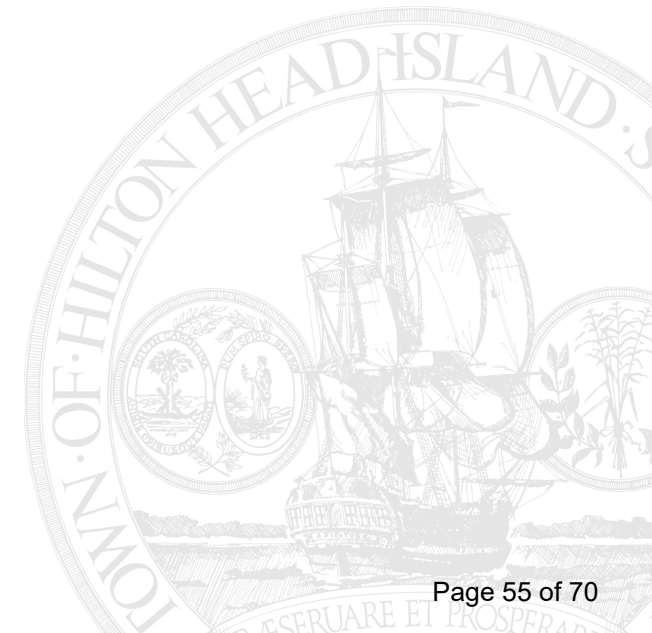
Town of Hilton Head Island Town Council | December 5, 2023



Town of Hilton Head Island

Agenda

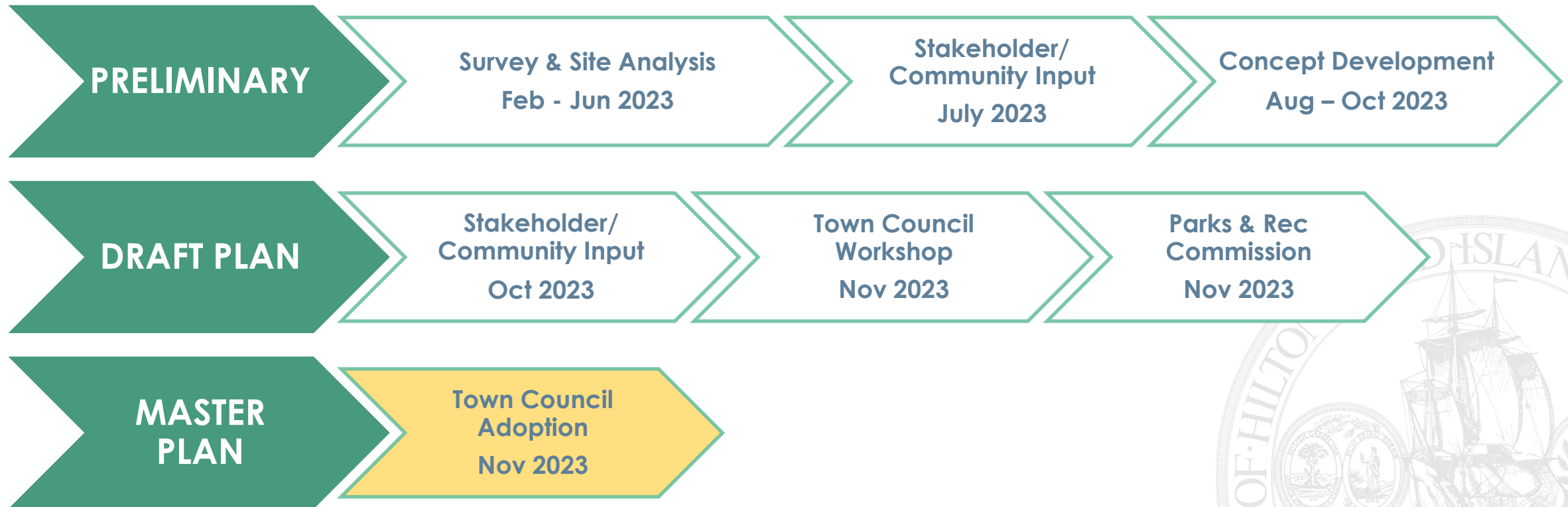
- Master Plan Process
- Project Location
- Final Master Plan
- Next Steps
- Questions



Town of Hilton Head Island

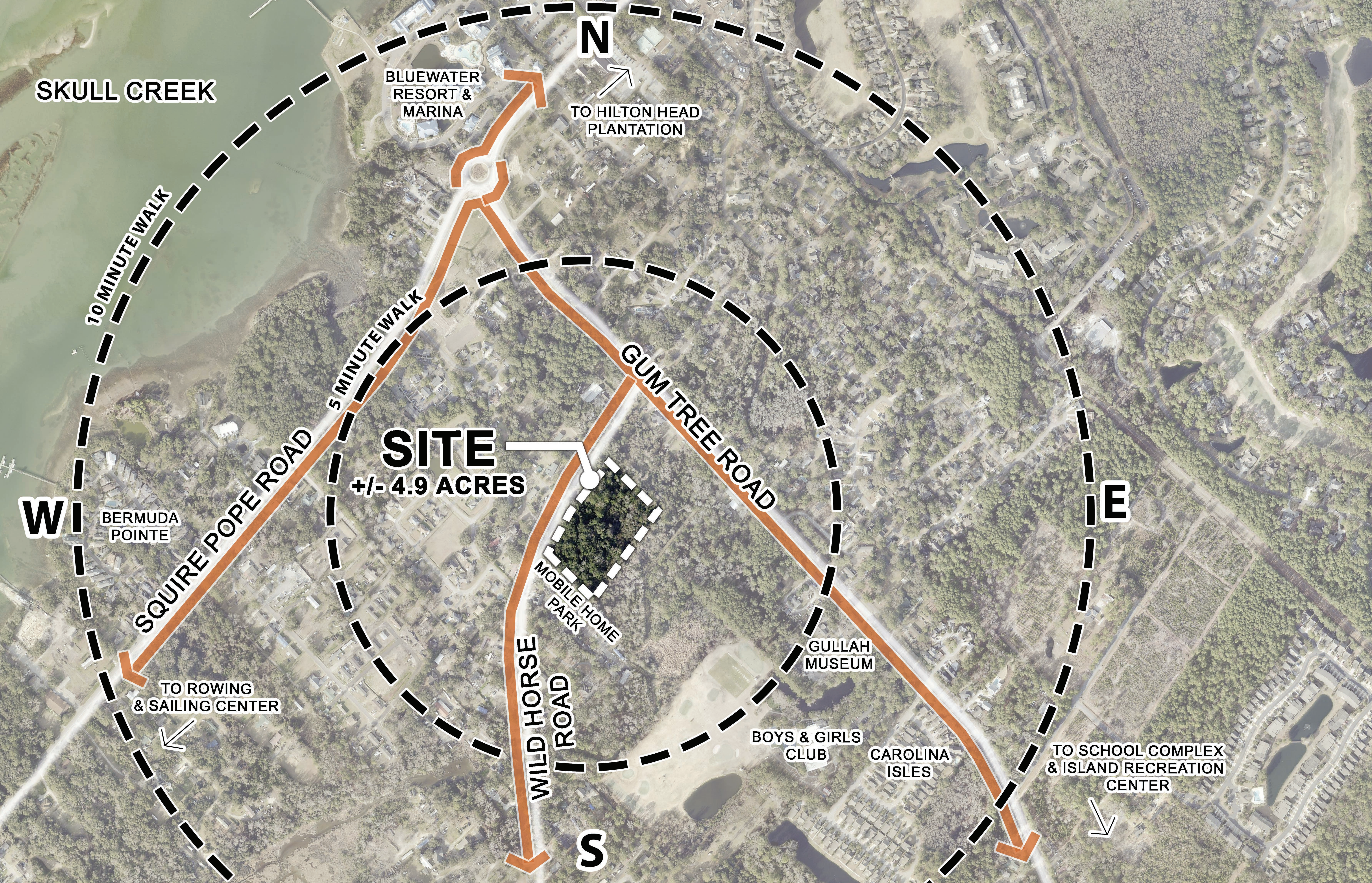
Taylor Family Park

Master Plan Process to Date

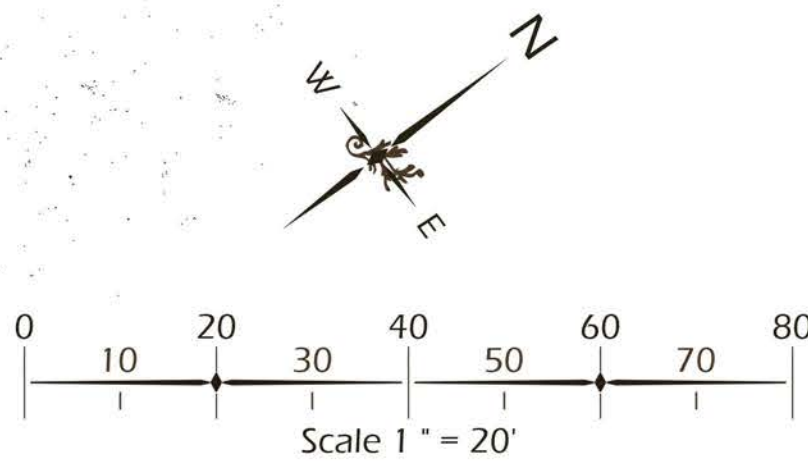




SITE CONTEXT MAP



- LEGEND**
- 1: TABBY CONCRETE DRIVE
 - 2: PARKING (+/- 14 SPACES + 2 HC SPOTS)
 - 3: GATE (CAMERAS AND WAYFINDING SIGNAGE)
 - 4: EDGE ARTICULATION LOW FENCE
 - 5: PAVILION +/-2500 SF WITH HISTORY PANEL AND WAYFINDING SIGNAGE
 - 6: BOAT PLAY FEATURE
 - 7: "LOCAL WATERS" PLAY FEATURES
 - 8: LOCALIZED STEM PLAY; FISHERMAN'S KNOT BOARD
 - 9: RUBBERIZED SURFACE; LOCAL WATERS INSPIRED
 - 10: OUTDOOR FITNESS ZONE
 - 11: BIKE PARKING
 - 12: UPLIGHT SIGNIFICANT TREES
 - 13: MANICURED UNDERSTORY
 - 14: ACTIVITY LAWN
 - 15: EMERGENCY VEHICLE TURNAROUND
 - 16: THE HISTORY PATH
 - 17: WETLAND
 - 18: SWINGS
 - 19: CULTURAL GARDEN WITH WATER FEATURE
 - 20: 50" PECAN TREE
 - 21: CROSSWALK
 - 22: FOOD TRUCK ZONE; GRASS PAVER SUBSURFACE
 - 23: POTENTIAL GARDEN EXPANSION
 - 24: FUTURE PATHWAY
 - 25: SMALL PAVILION 10'x10' (+/- 100 SF)



Town of Hilton Head Island

Taylor Family Park

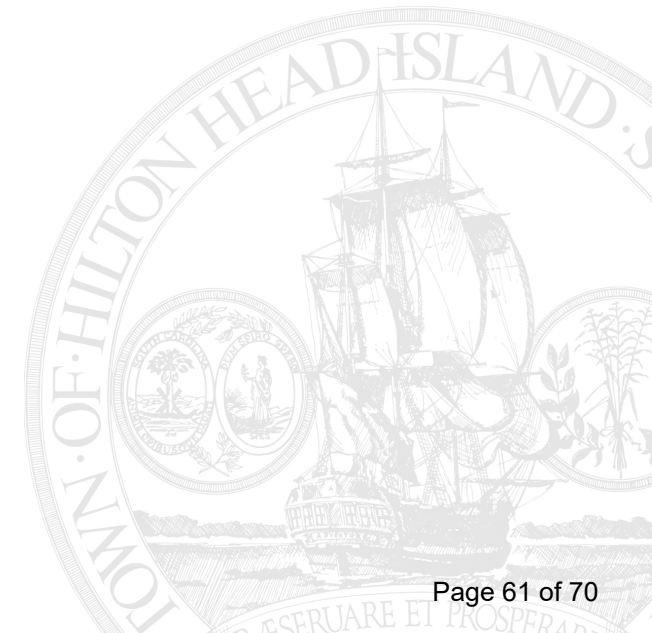
Next Steps



Town of Hilton Head Island

Taylor Family Park

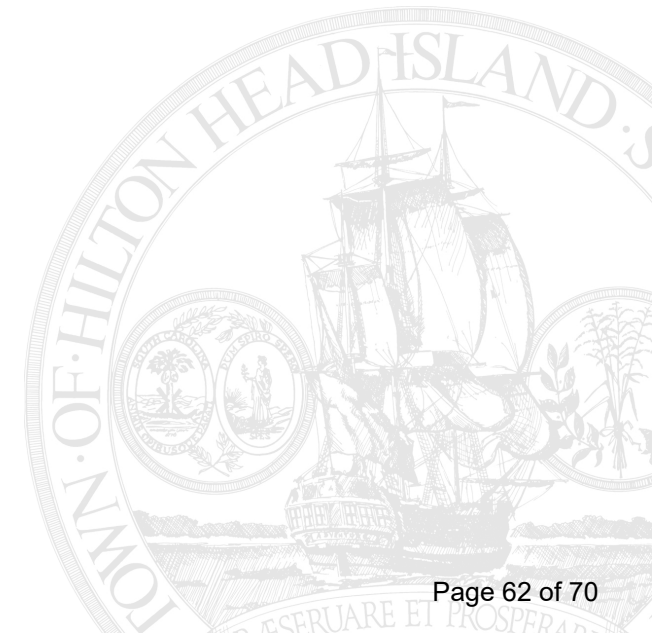
Questions?



Erik Ladd, Project Manager

erikl@hiltonheadislandsc.gov

hiltonheadislandsc.gov/cip



**A RESOLUTION BY THE HILTON HEAD ISLAND TOWN COUNCIL TO
ADOPT THE MASTER PLAN FOR TAYLOR FAMILY PARK**

WHEREAS, the Town of Hilton Head Island (the “Town”) owns an approximate 4.9 acre parcel known as the Taylor Family Tract in the historic Squire Pope community; and

WHEREAS, the Town desires to acknowledge the historical significance of the property and provide unique and meaningful recreational opportunities for the community; and

WHEREAS, the Town desires to provide final design and construction for a community park project known as the Taylor Family Park; and

WHEREAS, the Town staff presented a draft master plan (“Master Plan”) before the Parks and Recreation Commission on November 16, 2023; and

WHEREAS, the Parks and Recreation Commission voted unanimously to recommend approval of the Master Plan for Taylor Family Park; and

WHEREAS, the Hilton Head Island Town Council agrees with the Parks and Recreation Commission’s recommendation and now desires to approve the Master Plan for Taylor Family Park.

NOW, THEREFORE, BE IT RESOLVED by the Mayor and Councilmembers of the Town of Hilton Head Island, in Council assembled, that the Town approves the Master Plan for Taylor Family Park attached hereto as Exhibit A.

THIS RESOLUTION SHALL BE EFFECTIVE IMMEDIATELY UPON ITS ADOPTION.

MOVED, APPROVED, AND ADOPTED ON THIS _____ DAY OF _____, 2023.

Alan R. Perry, Mayor

ATTEST:

Kimberly Gammon, Town Clerk

APPROVED AS TO FORM

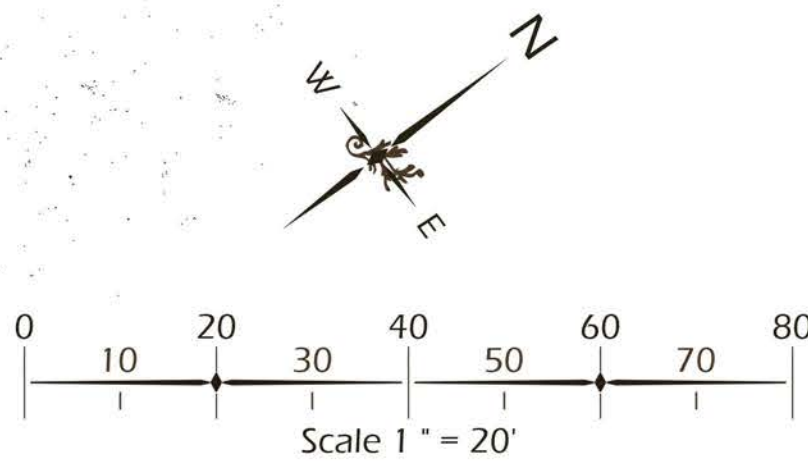
Curtis L. Coltrane, Town Attorney

Introduced by Council Member: _____

EXHIBIT A
MASTER PLAN



- LEGEND**
- 1: TABBY CONCRETE DRIVE
 - 2: PARKING (+/- 14 SPACES + 2 HC SPOTS)
 - 3: GATE (CAMERAS AND WAYFINDING SIGNAGE)
 - 4: EDGE ARTICULATION LOW FENCE
 - 5: PAVILION +/-2500 SF WITH HISTORY PANEL AND WAYFINDING SIGNAGE
 - 6: BOAT PLAY FEATURE
 - 7: "LOCAL WATERS" PLAY FEATURES
 - 8: LOCALIZED STEM PLAY; FISHERMAN'S KNOT BOARD
 - 9: RUBBERIZED SURFACE; LOCAL WATERS INSPIRED
 - 10: OUTDOOR FITNESS ZONE
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 - 21: CROSSWALK
 - 22: FOOD TRUCK ZONE; GRASS PAVER SUBSURFACE
 - 23: POTENTIAL GARDEN EXPANSION
 - 24: FUTURE PATHWAY
 - 25: SMALL PAVILION 10'x10' (+/- 100 SF)





Town of Hilton Head Island TOWN COUNCIL WORKSHOP Thursday, November 9, 2023 -1:00 PM Minutes

Call to Order

Mayor Perry called the meeting to order at 1:00 p.m.

Adoption of the Agenda

Ames moved to approve. Stanford seconded. Motion carried 7-0.

Workshop Discussion

Shawn Colin kicked off the workshop by introducing the team that is now working on both projects. Mr. Brian Witmer of Witmer Jones Keefer, Ms Jasmine White of Sark Formation and Mr. Kevin Smith of Thomas & Hutton. He also introduced staff that were involved, which includes Brian McIlwee, Director of Public Projects and Facilities, Erk Ladd, Project Manager, and Ben Brown, Senior Advisor to the Town Manager. He reviewed the work process which included a project kickoff, community engagement, comprehensive review and history and culture.

Patterson Park Master Plan

Colin conducted a detailed presentation regarding the proposed park. He provided a project background which consists of the following:

- 3.65-Acre Town-owned
- Parcel located at 23 Marshland Road in the Marshland Historic Neighborhood
- Acquired by the Town from the Patterson Family in early 2000's
- Project was included in the 2020 Parks & Recreation Master Plan
- Project includes the planning, design, and construction of a community park
- Funding Sources: ATAX Beach Fee, Hospitality Tax, TIF Revenue, and a
- Community Development Block Grant
- Total FY24 Budget: \$2.2M

Beginning in August 2023, Jasmine White, an Island-based designer, conducted a series of interviews with key Native Islander community members, including Dr. Louise Cohen and Mr. Thomas Barnwell. In her work she was able to uncover more cultural and historical aspects of the Patterson Family and property, which generated unique design ideas that could be integrated into the park and ultimately refined the

proposed Conceptual Master Plan. White explained the effort included the addition of the following key components:

- General history of the land and family
- Creation of a “Dominant Theme” for the park related to farming
- Identification of specific play features
- “Peace and Participate” features such as the pavilion, lawn, and observation platform

It was explained that beyond the Town Council Workshop to review the Conceptual Master Plan, the next steps include:

- Parks & Recreation Commission (PRC) Review – Nov 2023
- Refinements to plans - Based on Community, Parks and Recreation Commission and Town Council feedback
- Town Council Approval – Target is by end of CY 2023
- Begin Final Design – CY 2024

Following the detailed presentation and review of the Master Plan, Council members made comments, asked questions and had discussion regarding: the creativity within the plan; the need for the community to embrace the history of the property; acknowledgment of the research put into the project; inquiry into the economic aspects of the project as compared to past projects; how the project meets the eight goals noted in *Our Plan*; and acknowledgment of the community input effort.

Mayor Perry asked for public comment.

Tai Scott addressed Council regarding stating his appreciation for the project and stated he looks forward to the finished product which includes connectivity for Island Square and the work that will be done regarding drainage issues in the area.

Frank Babel addressed Council made comments regarding the process and stated he felt the item should have gone to the Parks and Recreation Commission for input and decision-making regarding the park.

Following public comment Council members made comments, asked questions and had discussion regarding: acknowledgment that a first elected Ward 1 Council Member was a direct descendant of the Patterson family and further research will unfold many historical notations regarding the property; confirmation that Community Block Grant Funding contributes to the cost of the park; the goal and effect that will happen in the surrounding community with such a project completed; inquiry into event management for the park; inquiry as to the location of the oyster area and concern for safety for nearby residents; the need to be sensitive regarding parking and the need for consistency within the area; concern for the resiliency of the site and the need to consider the use of fill for the property; confirmation of the location of the Patterson General Store; confirmation cameras will be on site for safety issues; inquiry into the

actual projected cost for the project and discussion regarding supplementing the original amount budgeted; the need for self-programming and historical markers with information and QR code access; suggestions that the Outside Foundation and Heritage Library be involved in the programming; confirmation the project fills the need for residential and community parks; confirmation this plan was presented to the Parks and Recreation Commission before coming to this Workshop and will return to the Commission after the plan has been refined and before Council reviews for final approval; and confirmation that by the time this park is completed it will be a four-year project and hopefully from lessons learned future projects will not take as long.

Taylor Park Master Plan

Shawn Colin conducted a detailed presentation regarding the proposed park. He explained The Taylor Family Tract was donated to the Town by the Taylor Family in 1991, with the intention of it being developed into a future neighborhood park. The property zoning is restricted to Parks and Recreation Space.

In July 2023 Town Staff and the consultant team prepared a preliminary project scope for the planning and design of the Taylor Family Park, which will be located on the 4.9-acre undeveloped parcel within the Historic Squire Pope Neighborhood. The property contains approximately one acre of wetland area, and the upland portion of the park will serve as a passive-use space with amenities for immediate neighborhood residents such as the Historic Squire Pope community as well as others along Wild Horse Road, Gumtree Road, and Squire Pope Road. In addition, the park will provide a unique destination location for visitors. The presence of several large live oaks, young maritime woodland vegetation and a freshwater wetland on the site provides an opportunity for integration of nature and design.

Community engagement to solicit input and feedback to identify key stakeholders and further refine the scope of work also began in July 2023. This provided the project team with initial ideas to develop a preliminary concept plan for the space. During this phase of work, the team also sought additional consultation from Jasmine White, an Island-based designer.

The project team presented a Preliminary Master Plan to the community in October 2023 showcasing a small neighborhood park with amenities including bike and pedestrian traffic, passive recreational uses, vehicular parking, activity zones for adults and children, and sheltered space. The Master Plan for Taylor Family Park includes the following components:

- Safe pedestrian connectivity with a crosswalk to the existing pathway network
- Vehicular access that accommodates park users and emergency vehicles
- Internal pathways with lighting and interpretation
- Passive open lawn space
- Interactive playground with STEAM (Science, Technology, Engineering, Arts & Math) features

- Adult activity zone with outdoor fitness stations
- Covered pavilion with restrooms, tables, grills, and seating areas
- Integration of existing natural features such as specimen trees and wetland areas General history of the land and family
- Creation of a “Dominant Theme” for the park
- Identification of specific play features such as STEM
- “Peace and Participate” features such as History Path, Cultural Garden, and inclusion of a 55” Pecan tree that served as a meeting place for Gullah Elders throughout the last century
- Integration of new pecan tree plantings within the proposed landscape

Jasmine White conducted a series of interviews with key Native Islander community members to include Dr. Louise Cohen and Mr. Thomas Barnwell. In her work she was able to learn more about the Taylor Family and discovered an even deeper historical connection with the McKnight Family, who owned the property for a long period of time between post-Civil War and the 1950’s. This effort helped generate unique ideas that will be integrated into various design components for the park.

Beyond the Town Council Workshop to review the Conceptual Master Plan, the next steps include:

- Parks & Recreation Commission (PRC) Review – Nov 2023
- Refinements to plans - Based on Community, PRC and Town Council feedback,
- Town Council Approval – Target is by end of CY 2023, and
- Begin Final Design – CY 2024

Mayor Perry asked for public comment:

Wynn Davis addressed Council regarding the concept, noting it's been 40 years, and she is glad to see it finally included in the budget and stated the concept is appreciated. She suggested the park be named after the Mc Knight family while paying homage to the Taylor family donation of the property.

Kim Davis addressed Council stating her concern regarding traffic in the area of the proposed park.

Louise Miller Cohen addressed Council regarding the importance of correct spelling of names for historical documentation. She expressed her appreciation to the Town for the efforts being made to document and protect history.

Thomas Barnwell, Jr. addressed Council expressing his appreciation to the team of Town staff for their efforts and Jasmine White for her intensive research.

Charlie Quigg addressed Council regarding the existing plaque on the property and the need for consideration to keep it.

Following the detailed presentation and review of the Master Plan, Council members made comments, asked questions and had discussion regarding: the need for unique programs to learn the history of the area; confirmation that the park is not being extended to Gumtree Road, but there would be a pathway from the park to the existing pathway on Gumtree Road; the convenience of the location from the Gullah Museum, Boys and Girls Club and First Tee; suggestion of adding additional pecan trees to the area; affirmation that additional smaller pavilions on the site would be a plus when the large pavilion is being utilized; the value of having a community park in the specific area; the need to listen to the community regarding the park; acknowledgment that celebrating the culture of the area; the need for gathering places at both parks; the need to utilize the park for family reunions; concern over engraving on the tables as it would encourage others to engrave comments; inquiry and confirmation as to the need for security on site; the need to confirm spellings of names; the need to consider safety for pedestrians and children; acknowledgment of the stories of the communities being told through the park; inquiry as to whether the sound of water can be an addition to the park; inquiry as to how to address the wetlands; a notation there is not a Gullah representative on the Parks and Recreation Commission; the need to involve the community early and often when planning this type of project; and a suggestion for speed limit controls on Wildhorse Road.

Colin expressed appreciation to all who contributed to the plan and stated the concept will be refined based on the input received through this workshop, will go to the Parks and Recreation Commission in November for review and then on to Town Council for approval of the final Master Plan in order to move on to implementation.

Appearance by Citizens

No requests.

Adjournment

The workshop was adjourned at 3:11 p.m.

Approved:

Kimberly Gammon, Town Clerk

Alan R. Perry, Mayor

The recording of this Meeting can be found on the Town's website at www.hiltonheadislandsc.gov