



Town of Hilton Head Island TOWN COUNCIL WORKSHOP Tuesday, July 29, 2025, 1:00 PM Minutes

Call to Order

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

Council Members present: Alan Perry, Mayor; Alex Brown, Ward 1, Mayor Pro-Tempore; Patsy Brison, Ward 2; Steve DeSimone, Ward 3; Tammy Becker, Ward 4; Steve Alfred, Ward 5; Melinda Tunner, Ward 6

Also present: Marc Orlando, Town Manager; Kim Gammon, Town Clerk; Curtis Coltrane, Town Attorney; Shawn Leininger, Assistant Town Manager; Katie Varin, Sarah Jones-Anderson, Ayaks Castellanos, Janett Fantano, and Sandy Gillis, Housing Action Committee Members

Adoption of the Agenda

Mr. Alfred moved to adopt the agenda. Ms. Brison seconded.

Ms. Becker moved to amend the agenda by moving Public Comment to the beginning of the agenda. Mr. DeSimone seconded. Motion failed 3-4 (Alfred, Brison, Brown, and Tunner opposed).

Mayor Perry asked for a vote on the original motion. Motion carried 6-1 (Becker opposed).

Workforce Housing Program Update

Mr. Leininger conducted a detailed presentation to advance discussion and direction on the topic of workforce housing. His presentation reviewed the following items:

1. Workforce Housing Overview including: workforce housing defined; area median income in Beaufort County; housing overview; short-term rentals; Hilton Head Realtor MLS data and accessibility and transportation;
2. Guiding Documents including: Workforce Housing Strategic Plan; Workforce Housing Policy - LMO; Comprehensive Plan - *Our Plan 2020-2040*; Workforce Housing Framework - *Finding Home*; and the Strategic Action Plan FY2026-2028;
3. Town Priority Projects including: Northpoint Neighborhood; Bryant Road Public-Private Partnership; Muddy Creek Neighborhood Stabilization Plan; Housing Displacement Mitigation Support Plan; and a partnership with Beaufort Jasper Housing Trust
4. Private Projects including: Novant Health - Hilton Head Hospital; Coastal Community

Development Corporation (CCDC); Habitat for Humanity; and Beaufort Housing Authority - Sandalwood Redevelopment

5. Town of Hilton Head Island Role: Public Policy: Finding Home; Strategic Plan; Housing Action Committee; Funding: Housing Fund, ATAX, Public-Private Partnerships; Capital Improvement Project Investment; Staffing: Finding Home Plan recommended to adding dedicated staff to provide coordination and planning; responsibilities for supporting housing initiatives will be shared among staff with designated contact; Zoning Incentives; and technical assistance.

Mr. Leininger stated the goal of the workshop was to better understand workforce housing and how to best advance workforce housing initiatives in accordance with the FY26-28 Town Council Strategic Action Plan. He also noted members of the Housing Action Committee were present to join Town Council and participate in the workshop. Additionally, selected representatives from private, public, and non-profit organizations that are actively involved in workforce housing were present to offer insight to the discussion.

Dave Dixon of OneStreet and Brian Flanagan of RBC Investments introduced themselves and updated Council on the progress regarding Northpoint.

Council members held lengthy discussion regarding the program and received input from the members of the Housing Action Committee.

Mayor Perry asked for public comment.

Dave Ferguson addressed Council in support of the need for workforce housing calling on businesses to lead the development of such.

Sandy West addressed Council regarding the goal, the crisis the Town faces and the need to invest in workers.

Richard Bisi addressed Council questioning as to whether workers would move to Hilton Head Island if workforce housing was available.

Ashley Phillips addressed Council in the negative impact short-term-rentals has on workforce housing and the need for short-term-rental owners to have commercial insurance.

Dave Wetmore addressed Council stating the need for public/private partnerships to sole workforce housing needs.

Andy Twisdale addressed Council suggesting an incentive to owners to change from short-term to long-term rentals.

Linda Harrington addressed Council expressing concern over safety in the Muddy Creek area and the need for businesses to address workforce housing.

Peter Kristian addressed Council expressing the need for caution when addressing short-term-rentals as they contribute to the tax base.

Dee Anthony addressed Council regarding the need for growth management stating short-term-rentals and developers are encouraging buyers to utilize short-term-rentals as an investment.

Council held further discussion regarding the program.

Mayor Perry asked for public comment.

Lisa Sulka addressed Council regarding her support of workforce housing her support of and commitment to the Coastal Community Development Corporation.

Megan Fitzpatrick addressed Council stating the employers on the Island should compensate employees so they can afford housing on Hilton Head Island and her concern that workforce housing is being established outside the gated communities.

Ken Campbell addressed Council suggesting increasing taxes on shorter term rentals and put it towards workforce housing and the need for Council to show great respect to those serving on Town Committees.

Caitlin Lee addressed Council with her concern over the amount of tax dollars going to Fire Rescue and the negative attitude in these meetings and as a result within the community.

Adrian Cain, CEO, Hilton Head Builders Association addressed Council suggesting they look at more public/private partnerships and discouraged a moratorium on short-term-rentals, new construction and subdivisions and invited Council to use the Association to advance the conversation.

Alan Wolf, SERG Group encouraged Council to look at short-term-rentals as a prime opportunity to solve the workforce housing problem.

Shirley (Peaches) Anderson addressed Council stating workforce housing in a critical issue and the Gullah Community needs to be included in the discussions and encouraged Council to be leaders in a partnership with the community.

Emily Bonvissuto addressed Council speaking in support of the work that the Town has done regarding workforce housing.

Mr. Orlando shared what he felt were expectations of Council regarding his future steps regarding workforce housing:

- Staffing review for Workforce Housing; and
- Meet with the Housing Action Committee to define the expectations and review the Finding Home Plan regarding completed elements and items being worked on; and
- Assess and continue addressing LMO needs; and
- Hold discussions regarding Bryant Road with the Housing Action Committee and the Gullah Geechee Historic Neighborhoods CDC; and
- Continue building the housing data index; and
- Continue looking at grant applications for home repair lateral sewers; and
- Prepare for the Annual Housing Summit; and
- Have accountability and strategies aligned with the Strategic Action Plan; and
- Continue to gather new ideas.

Concluding Council discussion and comments, there was the consensus for Mr. Orlando to move forward with the expectations.

Public Comment - Non Agenda Items

None.

Adjournment

The workshop adjourned at 4:21 p.m.



Alan R. Perry, Mayor



Kimberly Gammon, Town Clerk

The full recording and a transcript of this meeting can be found on the Town's website at www.hiltonheadislandsc.gov