



Town of Hilton Head Island TOWN COUNCIL MEETING Tuesday, August 19, 2025, 3:00 PM Minutes

Call to Order

Mayor Perry called the meeting to order at 3:00 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

Others Present: Marc Orlando, Town Manager; Curtis Coltrane, Town Attorney; Kim Gammon, Town Clerk

Invocation – Reverend Jonathan Tompkins, St. Andrew by the Sea

Adoption of the Agenda

Ms. Becker moved to amend the agenda by moving Public Comment to follow Reports from Members of Council. Mr. Brown seconded the amendment. Motion carried 7-0.

Approval of the Minutes

Regular Meeting Minutes of June 17, 2025

Mr. Alfred moved to approve. Ms. Becker seconded. Motion carried 7-0.

Regular Meeting Minutes of July 15, 2025

Mr. Alfred moved to approve. Ms. Becker seconded. Motion carried 7-0.

Presentations and Recognitions

Report of the Town Manager

Mr. Orlando reported that in July SLED (South Carolina Law Enforcement Division) awarded the Town of Hilton Head Island a cyber security grant of \$49,000.00. This grant money will be used for our cyber security infrastructure equipment and software for the Town to be proactive in potential malware or cyber attacks on the Town.

He added that Marinex has mobilized at Fish Haul Beach Park for the beach renourishment project, with sand placement set to begin after Labor Day. The Pine Island Rock Revetment project is out for bid, due September 11. Renovations at 4 Office Way continue toward a

January completion, while Barker Field improvements are expected to wrap up by mid-September. The William Hilton Parkway safety and landscaping project (Beach City Road to Dillon Road) finished in July, and crosswalk restriping and signage upgrades at Mathews, Squire Pope, and Gum Tree were completed in June.

Mr. Orlando provided an update on the removal of derelict and abandoned boats in our waterways. He stated that Town Code Enforcement has partnered with the Department of Natural Resources, Hilton Head Reef Foundation and Beaufort County Public Works on removing the identified boats from our waterways utilizing the funds Town Council provided in the budget for the removals.

USCB Sand Shark Welcome Week Proclamation - Mayor Alan Perry

Daniela Lopez, a student from USCB was present to accept the proclamation,

Recognition of Shawn Colin's Years of Service and Retirement from the Town of Hilton Head Island - Mayor Perry

Mayor Perry invited Shawn Colin forward to recognize him for his years of service. He stated that since joining the Town in 2006 as a Senior Planner, Shawn has risen through leadership roles, always bringing vision, responsibility, and heart. Most recently, he guided our Strategic Plan, leaving us with a roadmap that will serve this community well into the future. He congratulated Shawn on his retirement and stated that Shawn will begin a new chapter as Chief Operating Officer of Sea Pines CSA and the Town looks forward to working with him and the Sea Pines team in this new roll.

Update on William Hilton Parkway Gateway Corridor Master Plan - Shawn Colin, Assistant Town Manager

Shawn Colin stated the Town of Hilton Head Island is advancing the William Hilton Parkway Gateway Corridor Master Plan to define the future of U.S. Highway 278 from Moss Creek Drive to the Cross Island Parkway with a focus on the corridor through the Historic Stoney Community and across the island's primary gateway. This work is a direct response to Beaufort County's recent decision to allocate all available corridor funding toward construction of an eastbound bridge span, leaving the remainder of the corridor through the island and its historic neighborhoods without identified resources for infrastructure improvements.

The Town's master planning initiative is intended to proactively shape corridor-wide investment priorities, with a focus on safety, community connectivity, neighborhood preservation, cultural recognition, stormwater management, and long-term capacity improvements. The plan will guide state, federal, regional, and local funding strategies and be delivered in time to support the Fiscal Year 2026 (FY26) South Carolina state budget cycle. Mr. Colin reviewed the following:

Goals of the Master Plan
Corridor Segments & Work Plan
Reference Documents Supporting the Plan

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Implementation Timeline Funding Strategy

He concluded stating the William Hilton Parkway Gateway Corridor Master Plan remains a top priority for the Town. Staff will continue to collaborate with Town Council, the South Carolina Legislative Delegation, Beaufort County, and SCDOT to ensure timely delivery of a plan that reflects the island's values and needs. A draft master plan will be presented in fall 2025, followed by formal adoption and funding advocacy.

Mayoral Appointment of Alternates on Subcommittees of Town Council - Mayor Alan Perry

Mayor Perry made the following appointments:

Melinda Tunner as alternate to the Community Services and Public Safety Committee and Steve Alfred as alternate to the Finance and Administrative Committee.

Reports from Members of Town Council

General Reports from Town Council

Ms. Tunner reported she presented a proclamation to Camp Leo recognizing its 50th Anniversary. She explained Camp Leo is a week-long residential camp for children of South Carolina that are legally blind. She stated that the Lions Clubs of Bluffton, Hilton Head Island and Sun City sponsored the camp and a celebration took place at St. Andrews by the Sea Methodist Church, which was transformed into a camp environment. She stated it was fulfilling to meet and spend time with the campers, counselors, camp director, and Lions Club support members.

Mr. Alfred provided an update on the proposed improvements to Sea Pines Circle and Greenwood Drive. He stated that on July 15, representatives from the Town, CSA, Sea Pines Resort and South Carolina Department of Transportation (SCDOT) met to discuss needed changes. As a result of the meeting, the Town has forwarded all studies that have been completed to date regarding the circle to the SCDOT for them to review, analyze and provide input. He stated there is hope that SCDOT will have interest in pursuing the project.

Mayor Perry stated he has been in communication with Chair Howard of Beaufort County Council and received an update regarding the gas station off-island. He stated she informed him there are plans for it to be redeveloped into a gas station and plans for that are in process. He invited all to attend a groundbreaking ceremony at Mitchelville Freedom Park for its long-awaited Archaeological Research Facility and Auditorium, a state-of-the-art space dedicated to preserving, studying, and celebrating the legacy of the first self-governed town of formerly enslaved people in the United States.

Report of the Lowcountry Area Transportation Study – Councilmember Tamara Becker

Ms. Becker reported there was a meeting held on August 1 where they received an update from Beaufort County regarding the US278 project. They also received an update from

Palmetto Breeze in which concerns regarding the budget were presented. She emphasized the need to address how Hilton Head Island will be affected.

Report of the Lowcountry Council of Governments – Councilmember Steve Alfred

No report.

Report of the Beaufort County Airports Board – Councilmember Melinda Tunner

Ms. Tunner provided an update on Project Cloud stating there was unanimous approval for a non-binding letter of intent. She updated Council on the project regarding movement of Taxiway F to meet FAA requirements stating properties that will be affected are identified and the assurance the public will have an opportunity to provide comments. She added that the properties being impacted will need to be acquired and it will affect many businesses that will need relocation. She emphasized the need for business retention for the Town and the Airport will need to step up and support these businesses. Ms. Tunner also reported on the project of the Airport Master Plan which will define the airport for the next 10 to 20 years. She stated the need for Town Council to state a position regarding the Master Plan.

Report of the Southern Lowcountry Regional Board – Councilmember Patsy Brison

Ms. Brison reported the Board met and approved a letter of support for a grant for funds for the westbound lane of US278. She added they received updates from sub-committees regarding the Child Care Model noting that Beaufort, Bluffton and Hardeeville have approved resolutions of support and Hilton Head Island will consider a resolution of support on a future Town Council agenda. She stated the Board requested further information regarding the request for the collection and review of existing data, including economic data for a 20 year plan. There was not a consensus on Growth Plan Sub-Committee's request for a workshop to be funded by the various municipalities so it was decided an email would be sent to each jurisdiction to receive input. In closing, Ms. Brison reported that there is consideration of creation of a regional directory pertaining to regional housing projects and there will be more information provided in the future.

Report of the Island Recreation Association Board – Mayor ProTempore Alex Brown

Mr. Brown reported the summer school program began last week with over 100 children participating. He added that the Computer Club will be working with the Senior Center staff for another two years to provide classes and tech support for seniors. Five local swim teams will be utilizing the recreation center pool for practices and meets this fall and youth soccer sign up continues for the next several weeks. He noted there is a new event called Paddle Fest planned for September 6 at the Sailing and Rowing Center. He encouraged all to go to the Island Recreation Center website for further information. Mr. Brown concluded stating Town staff participated in an orientation session provided by the association which focused on the relationship between the Town and the Association.

Report of the Beaufort County Economic Development Corporation - Mayor Alan Perry

Mayor Perry reported the EDC met on June 24 and covered a number of topics. They

approved an accounting firm and audit firm to conduct and audit for FY24-25. He stated there were various grant requests discussed and approved. He stated a number of these things are taking place outside of Hilton Head Island and there is hope to see some economic development projects come to Hilton Head Island.

Report of the Gullah Geechee Historic Neighborhoods Community Development Corporation - Mayor ProTempore Alex Brown

Mr. Brown stated there will be a meeting on August 20 to receive an update on the Wayfinder application and the CDC website. He stated they will also go through the process of nominating and electing officers and will meet in Executive Session to discuss potential property purchases.

Report of the Community Services and Public Safety Committee – Councilmember Tamara Becker

Ms. Becker stated the Community Services and Public Safety Committee did not meet during the month of August and the next meeting will take place on September 15th.

Report of the Finance and Administrative Committee – Mayor ProTempore Alex Brown

Mr. Brown stated there will be a meeting held on August 25 to receive an update from the Coastal Communities Development Corporation. He added they will be presented with the FY2026 Monthly Financial Update, consideration of a resolution delineating names and areas of focus for Town Council subcommittees and a consideration of a resolution approving the 2025-2029 Five-Year Consolidated Plan required by the U.S. Department of Housing and Urban Development for participating in the Community Development Block Grant Entitlement Program.

Public Comment - Non Agenda Items

Richard Bisi addressed Council questioning placing Item 11.d.1. on the Executive Session agenda. He stated it should be discussed in public.

Dave Ferguson addressed Council regarding the Strategic Plan. He stated his opinion of what a strategic plan should consist of and that the Town's Strategic Plan has far too many goals and projects.

Christopher Cliffe addressed Council regarding the William Hilton Parkway Gateway Corridor Master Plan stating he has concerns regarding the commitment of the South Carolina Department of Transportation and Beaufort County to the project.

Beth Petro addressed Council regarding the consideration of a temporary moratorium. She suggested using what we have in place regarding short-term rentals and completing updates of the Land Management Ordinance before making any additional changes.

Consent Agenda

Mayor Perry noted that the consent agenda items listed below were approved unanimously on July 15 and there have been no changes.

Mr. Alfred moved to approve Consent Agenda Items as listed below. Ms. Brison seconded.

Consideration of an Ordinance of the Town of Hilton Head Island to Amend Chapter 16 of the Municipal Code, the Land Management Ordinance, to Amend the Current Regulations for Tree Protection to Include Sections: 16-5-115, 16-6-104 and Appendix C for the Town of Hilton Head Island, South Carolina and Providing for Severability and an Effective Date - Second Reading - Shawn Leininger, Assistant Town Manager

Consideration of an Ordinance of the Town of Hilton Head Island to Amend Title 16 of the Municipal Code, the Land Management Ordinance, to Amend Chapter 16-5, Development and Design Standards, to add a New Section 16-5-117 Construction Management Standards for the Town of Hilton Head Island, South Carolina and Providing for Severability and an Effective Date - Second Reading - Shawn Leininger, Assistant Town Manager

Consideration of an Ordinance of the Town of Hilton Head Island to Amend Title 16 of the Municipal Code, the Land Management Ordinance, to Amend the Procedures for Development Plan Reviews and Major Subdivision Plan Reviews to Include the Following Sections: 16-2-101, 16-2-102, and 16-2-103 for the Town of Hilton Head Island, South Carolina and Providing for Severability and an Effective Date - Second Reading - Shawn Leininger, Assistant Town Manager

Consideration of an Ordinance of the Town of Hilton Head Island to Amend Title 16 of the Municipal Code, the Land Management Ordinance, to Amend the Current Design Regulations and Requirements for Open Space and Pathways in Major Subdivisions to Include Sections: 16-3-104, 16-3-105, 16-4-104, 16-5-103, 16-5-104, 16-5-107, 16-5-115, 16-6-102, 16-10-102, 16-10-105, and Appendices A & D for the Town of Hilton Head Island, South Carolina and Providing for Severability and an Effective Date - Second Reading - Shawn Leininger, Assistant Town Manager

Mayor Perry asked for public comment.

Chet Williams addressed Council regarding agenda item 8.a. He stated the majority of the impact of the ordinance will fall on the Native Island community. He questioned the application procedures and asked that minor development plan review requirements be placed in the Notice Requirements.

Motion carried 7-0.

New Business

Consideration of a Resolution Authorizing Application to the South Carolina Arts Commission

for a Cultural District Designation on Hilton Head Island – Natalie Harvey, Office of Cultural Affairs Director

Ms. Harvey addressed Council stating this resolution was presented to the Community Services and Public Safety Committee on July 21, 2025 and approved 3-0 for referral to the full Town Council for consideration.

The South Carolina Arts Commission (SCAC) established the Cultural District Program in 2014 to support placemaking and promote local economies through the arts. The SCAC defines a Cultural District as a *“geographic area of a city or town with a concentration of artistic assets, cultural facilities, creative businesses, and placemaking activities.”* Districts must be walkable, contain accessible venues, and serve as hubs of cultural and creative activity. To date, 11 South Carolina communities have received this designation and we hope to add Hilton Head Island to the list.

The Office of Cultural Affairs, in partnership with the Arts Council of Hilton Head Island, and with guidance from the SC Arts Commission, has completed the foundational steps toward a Cultural District application. The Shelter Cove area has been identified as the proposed Cultural District due to its existing concentration of cultural venues, events, and public art.

Mayor Perry asked for public comment. There was none.

Concluding a brief discussion by members of Council, the motion carried 7-0.

Consideration of an Ordinance of the Town of Hilton Head Island to Amend Chapter 16 of the Municipal Code, the Land Management Ordinance, to Amend the Traffic Impact Analysis Plan Requirements and Traffic Analysis Standards in Land Management Ordinance Sections 16-2-103, 16-5-106 and Appendix D, and Providing for Severability and an Effective Date - First Reading - Shawn Leininger, Assistant Town Manager

Shawn Leininger provided background information and a summary of the amendment stating the Community's Public Safety Committee has unanimously recommended approval of the proposed amendments to the Land Management Ordinance, following similar support from the Planning Commission. If adopted, these amendments will strengthen the Town's traffic impact analysis requirements, giving staff clearer standards and better tools to mitigate impacts from new development. Key changes include expanding the scope of traffic studies to not only cover signalized intersections and roundabouts but also unsignalized intersections between them. The threshold for requiring a traffic impact analysis will also be reduced from developments generating 100 peak-hour trips to those generating 50.

To improve mitigation, staff will now have access to a wider range of measures, including geometric improvements, road widening, and modifications to median crossovers, in addition to signal timing, phasing, striping, and turn lanes. For example, under the new standards, projects such as the Jonesboro Road subdivision and the timeshare development on Folly Field Road would have required a traffic impact analysis, ensuring impacts along the full

corridor were addressed rather than just the nearest signalized intersection.

The ordinance clarifies what developers are not required to do—such as adding traffic calming devices like speed humps—focusing only on mitigation of impacts directly caused by their projects. Following committee and public concerns, staff also reinstated a provision allowing trip discounts for previously generated traffic but set a two-year limit on how long those discounts apply, aligning with best practices.

If Town Council approves first reading, the amendments will return to the Planning Commission for required review before coming back to Council for final adoption, likely at the October meeting.

Ms. Becker moved to approve on first reading and make it a pending ordinance at this time. Mr. DeSimone seconded.

Mayor Perry asked for public comment.

Richard Bisi addressed Council expressing his concern about the way the Land Management Ordinance is being rewritten and the need for a moratorium on short-term rentals and timeshares.

Council members asked questions, made comments and held discussion regarding traffic impact analysis, mitigation and safety,

Motion carried 7-0.

Consideration of an Ordinance of the Town Council of the Town of Hilton Head Island Authorizing the Conveyance of a 0.02 Acre of Real Property Located at 25 Dunnagans Alley and Providing for Severability and an Effective Date - First Reading - Ben Brown, Director of Strategic Initiatives

Ben Brown addressed Council regarding the conveyance, stating there was a considerable amount of research by staff as well as the Town Attorney. He stated that having had the opportunity to meet on-site with both the current owner and the prospective buyer that this is a fair resolution to the encroachment issues and cleaning up the property line between the Town-owned property at 25 Dunnagans Alley and Arrow Road.

Ms. Becker moved to approve. Mr. Alfred seconded.

Mayor Perry asked for public comment. There was none.

Motion carried 7-0.

Executive Session

At 4:43 p.m. Mr. Orlando stated the need to enter Executive Session for the reasons listed below. Ms. Brison moved to enter Executive Session for the reasons cited by the Town

Manager. Mr. Alfred seconded. Motion carried 6-1 (Becker opposed).

Discussion Incident to Proposed Contractual Arrangements [Pursuant to the South Carolina Freedom of Information Act Section 30-4-70 (a)(2)] related to

1. Town of Hilton Head Island Destination Marketing Organization (DMO) Request for Qualifications

Discussion of Legal Advice Regarding Personnel Matters Regarding a Former Town of Hilton Head Island Employee [Pursuant to the South Carolina Freedom of Information Act Section 30-4-70 (a)(1)(2)]

Discussion of Negotiations Incident to Proposed Contractual Arrangements and Discussion for the Proposed Sale or Purchase of Property [Pursuant to South Carolina Freedom of Information Act Section 30-4-70 (a)(2)] related to:

1. Main Street
2. Marshland Road
3. Union Cemetery Road
4. Jonesville Road
5. Pope Avenue
6. Stoney Area

Discussion of Legal Advice from the Town Attorney on Matters Covered Under the Attorney-Client Privilege [Pursuant to the South Carolina Freedom of Information Act Section 30-4-70 (a)(2)] related to:

1. Temporary Moratorium on Acceptance and Processing of Certain Applications
2. Hilton Head Island Airport

Action from Executive Session

Upon return to the dais at 8:15 p.m. Mayor Perry stated there was no action to be taken as a result of Executive Session.

Adjournment

The meeting was adjourned at 8:16 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

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