



Town of Hilton Head Island COMMUNITY DEVELOPMENT AND PUBLIC SERVICES COMMITTEE MEETING Monday, February 9, 2026, 1:00 PM Minutes

Call to Order

Chair Becker called the meeting to order at 1:00 p.m.

Council Members present: Tammy Becker, Chair, Ward 4; Steve DeSimone, Ward 3; Steve Alfred, Ward 5

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

Adoption of the Agenda

Mr. Alfred moved to approve. Mr. DeSimone seconded. Motion carried 3-0.

Approval of the Minutes

Regular Meeting Minutes of December 15, 2025

Mr. Alfred moved to approve. Mr. DeSimone seconded. Motion carried 3-0.

New Business

Consideration of a Resolution of the Town of Hilton Head Island Town Council Approving Rental Locations Proposed by Shore Beach Services for 2026 Beach Season - Ben Brown, Strategic Initiatives Director

Jimmy Acosta provided the following background regarding the item.

Shore Beach Services has provided lifeguarding services since the Town's incorporation in 1983. These services have always been provided through the execution of a NonExclusive Franchise Agreement. Over the years, the agreement has been renegotiated, and the scope of services has varied. Shore Beach Services currently provides lifeguards, beach rental equipment, and trash removal services to the Town under a Franchise Agreement dated June 18, 2024.

Section 5 of the Franchise Agreement requires Shore Beach Services to submit, on or before December 1 of each year, a listing of proposed rental locations and the quantities of rental equipment to be operated during the ensuing beach season.

Pursuant to Section 5 of the Franchise Agreement, Shore Beach Services submitted six

schedules identifying proposed rental locations and associated equipment quantities for the 2026 season. Overall equipment quantities remain largely consistent with the prior year, with only minor reallocations between adjacent locations, specifically Dunes House and the Hilton Resort. In addition, 14 umbrellas and 28 chairs have been added at the Island Club location. Total product quantities across all rental locations for the 2026 season increased by less than one percent compared to 2025.

There is a separate schedule for each of the five Areas of Operation, as defined in Section 4 of the Franchise Agreement, as well as a summary schedule for all franchise areas. For reference purposes, the approved product quantities for the 2025 season have been included on each of these schedules.

AREAS OF OPERATION: By this Franchise Agreement, the Franchisee is authorized to operate and conduct commercial activities, within the following areas:

- A. From the northern boundary of the Westin Hotel south to the southern boundary of the designated swimming area at Driessen Beach Park. The portion of the beach extending 300 feet from either side of the center of the boardwalk at Surf Watch. The portion of the beach from the Burkes Beach access north 400 feet. The portion of the beach from the northern boundary of Palmetto Dunes to Beach Emergency Marker 96
- B. From the northern boundary of the Palmetto Dunes “Dunes House” south to the southern boundary of the Omni Resort in Palmetto Dunes
- C. From the northern boundary of Hampton Place at Palmetto Dunes south to the Southern Boundary of Shipyard Beach
- D. From the northern boundary of the Sea Crest south to the southern boundary of Alder Lane designated swim area
- E. From Emergency Marker 39 south to the Southern Boundary of Turtle Lane Club and from Beach Emergency Marker 13 at Tower Beach Club westerly to Beach Emergency Marker 11 and easterly 300 feet

The proposed locations and quantities are consistent with the Non-Exclusive Franchise Agreement approved on June 18, 2024, reflect minimal changes from the prior year, and address observed demand and anticipated development activity.

Mr. Alfred moved to forward the resolution to Town Council for consideration of approval. Mr. DeSimone seconded.

Chair Becker asked for public comment. There was none.

Mike Wagner, Operations Manager of Shore Beach Services, provided details and answered questions from the Committee.

Following questions, comments, and discussion, the motion carried 3-0.

Public Comment - Non Agenda Items

None.

Adjournment

Chair Becker adjourned the meeting at 1:09 p.m.

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