



Town of Hilton Head Island FINANCE AND ADMINISTRATIVE COMMITTEE MEETING Monday, May 11, 2026, 10:00 AM Minutes

Call to Order

Chair Brown called the meeting to order at 10:00 a.m.

Committee Members Present: Alex Brown, Chair; Patsy Brison, and Melinda Tunner

Adoption of the Agenda

Ms. Brison made a motion to adopt. Ms. Tunner seconded. Motion carried 3-0.

Approval of the Minutes

Regular Meeting Minutes of April 6, 2026

Ms. Tunner made a motion to approve. Mr. Brown seconded. Motion carried 3-0.

Presentations

Town of Hilton Head Island FY2026 Monthly Financial Update – Dave Byrd, Finance Director

Dave Byrd, Finance Director, presented the Fiscal Year 2026 Monthly Financial Update through February, providing an overview of the Town's financial performance, including revenues, expenditures, capital project activity, and fund balance projections. Staff reported that overall revenues remained favorable compared to the prior fiscal year, with variances primarily attributable to the timing of property tax collections and one-time revenues.

Normalized revenues continued to perform within budget expectations, while expenditures remained consistent with the Town's adopted financial plan. Staff also provided an update on Capital Improvement Program (CIP) activity, noting continued progress on several major projects and a significant portion of the capital budget either expended or contractually committed.

The Committee discussed several components of the financial report, including sales and accommodations tax collections, business license revenues, permit activity, investment earnings, and year-over-year revenue trends. Members requested additional clarification regarding fluctuations in certain revenue categories and discussed how current economic conditions may affect future revenue collections. Mr. Byrd explained that while some revenue

sources have begun to normalize following several years of exceptional growth, the Town's overall financial position remains strong.

Additional discussion focused on capital project expenditures, reserve levels, grant reimbursements, and the Town's long-term financial outlook. Committee members expressed appreciation for the continued transparency of the monthly financial reporting and the detailed information provided to assist with budget oversight.

New Business

Presentation of the Destination Marketing Organization FY2027 Marketing Plan, Budget and Industry Metrics- Ariana Pernice, Vice President of the Visitor & Convention Bureau

Ariana Pernice, Vice President of the Visitor & Convention Bureau, gave a presentation regarding the proposed Fiscal Year 2027 Destination Marketing Organization (DMO) Marketing Plan. The presentation outlined the organization's marketing strategy, target audiences, performance measures, and planned initiatives to promote Hilton Head Island as a premier leisure travel destination while supporting sustainable tourism and economic development.

Ms. Pernice reviewed recent tourism performance, visitor research, marketing campaigns, and key performance indicators used to measure the effectiveness of marketing efforts. The presentation also highlighted digital advertising initiatives, public relations efforts, content development, and partnerships intended to increase overnight visitation while maintaining the Island's brand and visitor experience.

Committee members discussed the proposed marketing plan and asked questions regarding return on investment, campaign performance, accountability measures, and visitor trends.

Discussion also included balancing tourism promotion with quality-of-life considerations for residents and ensuring Accommodations Tax investments continue to produce measurable economic benefits for the community.

Chair Brown asked for public comments.

Skip Hoagland addressed the Committee regarding the need for transparency and compliance of how tax payer money is spent with the Hilton Head Island-Bluffton Chamber of Commerce.

The proposed marketing plan will be considered by Town Council as part of the Fiscal Year 2027 budget process.

There was no action taken at this time.

Consideration of a Resolution Authorizing the Town Manager to Execute an Intergovernmental Agreement with the South Carolina Department of Transportation for the Sea Pines Circle Improvement Project - Shawn Gillen, Assistant Town Manager

Shawn Gillen, Assistant Town Manager, gave a presentation regarding the proposed Intergovernmental Agreement between the Town and the South Carolina Department of Transportation (SCDOT) for the Sea Pines Circle Improvement Project. Mr. Gillen reviewed the purpose of the agreement, outlining the responsibilities of each agency for project funding, design, construction, and long-term maintenance. The proposed improvements are intended to enhance traffic operations, pedestrian accessibility, bicycle connectivity, and overall public safety within the corridor.

Mr. Gillen also provided an update on project coordination, permitting activities, anticipated construction scheduling, and ongoing collaboration with SCDOT and other project partners. The Committee discussed the importance of maintaining effective coordination throughout the project and minimizing impacts to residents, visitors, and businesses during construction.

Committee members asked questions regarding project funding, maintenance responsibilities, and anticipated improvements to traffic circulation. Mr. Gillen responded to questions concerning project milestones and implementation.

Ms. Brison made a motion to forward to Town Council for consideration of approval a resolution authorizing the Town Manager to execute an intergovernmental agreement with the South Carolina Department of Transportation for the Sea Pines Circle Improvement Project subject to revisions to Paragraph C and Paragraph F of Exhibit A. Ms. Tunner seconded.

Chair Brown asked for public comments.

Peter Ovens addressed the Committee regarding contracting with the Lowcountry Area Transportation Study to provide consultation on the project.

Shawn Colin addressed the Committee regarding clarification of owning and the maintenance of the Sea Pines Circle and he is looking forward to being a partner with the Town on this project.

Motion carried 3-0.

At 11:57 am, Chair Brown took a brief recess.

At 12:05 pm, Chair Brown resumed the meeting.

Consideration and Recommendation for Additional 2025 ATAX Grant Funding for HHI Concours d'Elegance - Dave Byrd, Finance Director

Rick Sabol, Executive Director for the Hilton Head Island Concours d'Elegance presented Town of Hilton Head Island Finance and Administrative Committee

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follow-up materials to the Committee based on their previous discussion. Previously, the Committee received a presentation regarding a request for additional 2025 Accommodations Tax (ATAX) funding for the Hilton Head Island Concours d'Elegance. Staff explained that the request falls outside the annual grant cycle and would utilize unallocated funds remaining from the 2025 grant program. Background information was provided regarding the event's tourism impact, prior ATAX funding history, and the financial documentation submitted in support of the request.

Mr. Rick Sabol, discussed the organization's financial condition and the circumstances leading to the funding request. He also reviewed recent operating challenges, increasing event costs, and the financial measures being implemented to improve long-term sustainability while maintaining the event's economic impact on Hilton Head Island. Mr. Sabol shared with the Committee that the organization was able to secure a multiyear contract and withdrew their request for funding.

The Committee discussed the request and asked questions regarding the organization's financial outlook, proposed operational changes, attendance trends, and future funding strategy. Members also discussed the appropriateness of considering funding outside of the established grant cycle and emphasized that the request should be viewed as a unique circumstance rather than establishing precedent for future funding requests. Discussion further focused on accountability, responsible stewardship of public funds, and ensuring continued tourism-related benefits for the Town.

Chair Brown asked for public comment.

Skip Hoagland addressed the Committee congratulating the Hilton Head Island Concours d'Elegance on securing the funding needed. He also made mention of the intended use of Accommodations Tax funding.

Dave Ferguson addressed the Committee with his disappointment that the Accommodations Tax Advisory Committee was unaware that the organization secured sponsorship.

Consideration of a Resolution Authorizing the Renaming the Rowing and Sailing Center at Squire Pope Community Park to Hilton Head Island Fishing Cooperative Park - Thomas Boxley, Executive Director, Gullah Geechee Historic Neighborhoods Community Development Corporation

Thomas Boxley, Executive Director for the Gullah Geechee Historic Neighborhoods Community Development Corporation, gave a presentation regarding a proposed resolution to rename the Rowing and Sailing Center as Hilton Head Island Fishing Cooperative Park. He explained that the recommendation recognizes the historical significance of the Hilton Head Island Fishing Cooperative and its longstanding contributions to the Island's commercial fishing industry, maritime heritage, and cultural history. The proposed name change supports the Town's ongoing efforts to preserve and recognize significant historical and cultural resources.

Mr. Boxley provided historical background on the property and discussed previous initiatives to preserve the Island's heritage through public facilities and interpretive opportunities. The

Committee was advised that the Fishing Cooperative represents an important chapter in Hilton Head Island's history and that the proposed name more accurately reflects the property's historical significance.

Committee members discussed the recommendation and expressed appreciation for the efforts to recognize the Island's history and honor the generations of individuals associated with the Fishing Cooperative. Discussion also included opportunities to further educate residents and visitors through future interpretive signage and historical information at the site.

Ms. Brison made a motion to forward to Town Council for consideration of approval a resolution authorizing the renaming of the Rowing and Sailing Center at Squire Pope Community Park to Hilton Head Island Fishing Cooperative Park. Ms. Tunner seconded.

Chair Brown asked for public comment.

Heather Rath addressed the Committee regarding the history of the Parks & Rec Commission and her advocacy of the name at the time that would tie to the community the park is in.

Motion carried 3-0.

Consideration of Authorization to Execute Wetland Impact Documents, Including a Declaration of Restrictive Covenants and a Wetland and Stream Mitigation Purchase Agreement for Patterson Family Park Project - Shawn Gillen, Assistant Town Manager

Shawn Gillen, Assistant Town Manager, gave a presentation regarding the proposed wetland impact documents required for the Patterson Family Park project. He explained that approval of the documents is necessary to complete the environmental permitting process and allow the project to proceed in accordance with applicable federal and state regulations. The proposed wetland impacts are associated with infrastructure improvements necessary to implement the approved park design.

Mr. Gillen reviewed the environmental permitting process, proposed mitigation measures, and efforts undertaken to avoid and minimize impacts on jurisdictional wetlands during project planning. The Committee received an overview of the regulatory requirements and the coordination occurring with the appropriate permitting agencies to ensure compliance throughout design and construction.

Committee members discussed the proposed wetland impacts, mitigation strategies, and the balance between environmental stewardship and providing recreational opportunities for the community. Mr. Gillen responded to questions regarding the permitting process, long-term environmental protection, and project implementation.

Ms. Brison made a motion to forward to Town Council for consideration of approval authorization to execute wetland impact documents, including a declaration of restrictive covenants and a wetland and stream mitigation purchase agreement for Patterson Family Park Project. Ms. Tunner seconded.

Chair Brown asked for public comments.
There were no comments at this time.

Motion carried 3-0.

Public Comment - Non Agenda Items

Skip Hoagland addressed the Committee the need for DOGE and explained how this can help the Town restore its transparency, accountability and public trust.

Heather Rath addressed the Committee regarding the Accommodations Tax process, the intent of the law, the framework behind the law and the use of marketing and advertising to support and enhance the visitor experience.

Adjournment

At 12:42 pm, Chair Brown adjourned the meeting.

Approved: July 13, 2026

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