



Town of Hilton Head Island

Housing Action Committee Meeting

Monday, March 11, 2024, 10:00 AM

**1 Town Center Court, Hilton Head Island, SC
Benjamin M. Racusin Council Chambers**

- 1. Call to Order**
- 2. Adoption of Agenda**
- 3. Approval of the Minutes**
 - a. Regular Meeting Minutes of February 15, 2024
- 4. Appearance by Citizens**
- 5. Unfinished Business**
 - a. Program Updates - Quincy White, Chief Housing Officer
 - b. Work Area Updates - Housing Action Committee
 - c. Open Discussion and Review of Approved Actions - Housing Action Committee
- 6. New Business**
 - a. Discussion of the Displacement Mitigation Strategy and Support Plan - Quincy White, Chief Housing Officer
- 7. Adjournment**

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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 HOUSING ACTION COMMITTEE MEETING Thursday, February 15, 2024, 10:00 AM Minutes

1. Call to Order

Chairman Alderman called the meeting to order at 10:00 AM.

2. Adoption of Agenda

A motion to adopt the agenda as presented was made by Mr. Bell, and seconded by Mrs. Gillis. The motion was passed unanimously. Chairman Alderman proposed a change to New Business which included the removal of Committee Member Candace Birkenhaur. A motion to add this item to the Agenda under New Business was made by Ms. West and seconded by Ms. Jones-Anderson. The motion was passed unanimously.

3. Approval of the Minutes

a. Regular Meeting Minutes of January 17, 2024

A motion to approve the minutes of the January 17, 2024 meeting was made by Mr. Bell, and seconded by Mrs. West. The motion was passed unanimously.

4. Appearance by Citizens

The citizens present at the meeting did not address the committee. Public comments concerning agenda items were to be submitted electronically via the Open Town Hall portal. No comments were received.

5. Unfinished Business

a. Consideration of Adoption of Multi-Year Housing Action Plan- Quincy White, Chief Housing Officer

Chairman Alderman welcomed Quincy White, Chief Housing Officer. Quincy began the discussion regarding the Adoption of the Multi-Year Housing Action Plan and recommended the committees consideration of approving and adopting the plan. Quincy went on to list the priorities that the plan consists of for 2024 including the Housing Impact Analysis, Comprehensive Plan Amendment, the Multi-Year Housing Plan Adoption, the Anti-Displacement Policies, Public + Private Small Home Series, as well as the North Point Project.

Mr. Bell made a motion to approve the Multi-Year Action Plan, which was seconded by Mrs. West. The motion was passed unanimously.

b. Program Updates- Quincy White, Chief Housing Officer

Quincy White presented updates to the committee, including a meeting as well as a presentation with The Foundation of the Lowcountry to discuss Anti-Displacement in which there is an effort being made to build a community coalition of partners to help address this issue. Mr. White went on to state that the Housing Impact Analysis was successfully navigated through the Public Planning Committee and the analysis is now poised to be presented to the Town Council as an amendment to the Comprehensive Plan. Mr. White gave additional updates on engagement with community organizations, stating he was able to meet with the board of CCDC as well as converse with the Family Promise of Beaufort County to explore future collaborations. Mr. White participated actively in the Point in Time Count to explore the potential number of homeless citizens here on Hilton Head Island. He explained that the Town also received outreach from other municipalities regarding our Work Force Housing Program including Georgetown County, who is looking to duplicate the work that is being done here in regard to North Point. The Town has also met with potential developers in regard to commercial conversions, essentially converting commercial property into Work Force Housing. Mr. White went on to discuss his plan to initiate steps toward establishing a robust community coalition to tackle housing issues collaboratively, as well as the Comprehensive Plan Amendment presentation that has been created and will be modified in regards to the Housing Impact Analysis to be presented to Town Council.

Missy Luick, Director of Planning, spoke of her plans to speak at the Georgia Affordable Housing Conference taking place in March as well as various other cities to speak about the Work Force Housing plans being implemented by the Town. Ms. Luick gave updates about the progress on the North Point Development Agreement, as well as the Small Homes Series which is listed as a priority in the action plan. Ms. Luick also spoke about the LMO code-writing taking place this week and how it pertains to the incentives program for Work Force Housing.

c. Work Area Updates- Housing Action Committee

Chairman Alderman went over the work areas that have been assigned in which subgroups of the committees can be working on six different issues at a time such as Displacement, Communications, Tracking Progress, Land & Planning, Understanding the Market, and Funding. The Displacement and Communications groups have met and developed bullet points and have plans to meet with Andrew Davis, Town Communications and Marketing Director, to build a full communications plan.

d. Open Discussion and Review of Approved Actions- Housing Action Committee

Vice-Chair Sandy West inquired about the planned locations as well as the material that would be used for the Small Home Series. Ms. Luick described the homes as stick built and explained the goal to have these small homes placed throughout Hilton Head Island.

6. New Business

a. Community Foundation of the Lowcountry Update- Scott Wierman, President and CEO

Chairman Alderman introduced Scott Wierman, President and CEO of the Community Foundation of the Lowcountry, who gave updates about the progress and intent of the foundation. Mr. Wierman discussed the benefit of public and private partnerships pertaining to housing efforts and what that looked like throughout his work in North Carolina, and how we can implement these ideas on the homefront. He stated that in 2022, the board made the commitment to focus additional resources on partnerships for Affordable Housing efforts. The board has also formed an Affordable Housing Committee which will deal with investments in Supportive Housing. Mr. Wierman also highlighted the need for effective learning and explained the commitment the foundation has to educate the community about supportive housing as well as the general housing issues. In terms of funding, Mr. Wierman outlined the need for a clear understanding that is proactive as well as responsive through the use of national networks of finders willing to invest in communities. He explained that there is a need for awareness and communication surrounding housing issues and that the solutions need to be unique to the community with advocacy from community leaders. He stated that while the Town is not needed as a developer in these plans, they are needed as a partner to help facilitate the progress.

b. Discussion of Workforce Housing Communications Plan- Quincy White, Chief Housing Officer

Andrew Davis, Town Marketing and Communications Director, gave input on the communications plan and how we can implement moving forward stating that we first need to give clarity to the difference between Work Force Housing, Affordable Housing, etc to help the community at large better understand future plans. Luana Graves Sellars gave input on the communications plan suggesting part of the education process be outlining real stories to help bring awareness to the need, as well as comparing Short Term vs. Long Term rental options. Stuart Bell highlighted the need to bridge the communication gap between the younger and older population in the area, and stated that physical newsletters could be effective. Mr. Davis listed some of his goals in terms of communication which included getting the media more involved, explaining AMI levels and who falls into Work Force Housing, updating the Housing Wedpage, setting clear expectations and depicting the positive side of these projects.

Quincy White described his goal to share a clear message throughout our personal networks to ensure we are sharing the same message regarding shared goals and progress made.

c. Chief Housing Officer 100-Day Plan Presentation- Quincy White, Chief Housing Officer

Quincy White presented his goals and priorities for his first 100 days, which gave an overview of some of the major projects and programs of focus. Mr. White stated that the Housing Impact Analysis has been successfully presented to the Public Planning Committee with plans to present to the Town Council. This Analysis is crucial in terms of

utilizing a portion of the accomodation tax towards Work Force Housing Development. Mr. White states they are moving onto the next phase progressing toward the potential vote for approval of the amendment.

Mr. White gives updates on the Multi-Year Housing Action Plan that had been approved by the committee earlier in the meeting and explained the progress being made and the items of priority. He outlined his goals for Anti-Displacement and Community Engagement which he described as a top priority as community partnerships and collaborations continue to be built as stated by Mr. Wierman. Habitat for Humanity as well as CCDC have requested funds for their efforts, and Mr. White states that these partnerships are also a priority. Reasearch and exploration of the Small Homes Series plans are ongoing. He plans to have a timeline secured for the Northpoint Development Agreement until that agreement is in place.

Ms. Luana inquired about any "out of the box" ideas that Mr. White might have in which he outlined a few potential future plans that have been implemented elsewhere, such as SRO's or studio apartments for those who are employed locally throughout the year.

d. Removal of Committee Member

Chairman Alderman highlighted the four absences of Committee Member Candace Birkenhaur and his attempted correspondence with Ms. Birkenhaur regarding this matter in which he did not receive a response. Nigte Barrientos, Planner for Economic Development, read aloud the Rules and Procedures Section Five, Subsection F which states that if a Committee Member has a total of three unexcused absences from the regularly scheduled annual meetings, the committee shall consider and may recommend to the Town Council that the Committee Member's appointment be revoked.

A motion to remove Committee Member Candace Birkenhaur was made by Ms. Graves-Sellars and seconded by Ms. Jones-Anderson. The motion was passed unanimously.

7. Adjournment

A motion to adjourn was made by Sandy West and seconded by Sandy Gillis. The motion passed unanimously, and the meeting was adjourned at 11:16 AM.

Approved:

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



TOWN OF HILTON HEAD ISLAND

Housing Action Committee

TO: Housing Action Committee
FROM: Quincy A. White, Chief Housing Officer
VIA: Missy Luick, Director of Planning
VIA: Shawn Colin, Assistant Town Manager- Community Development
DATE: March 11, 2024
SUBJECT: Discussion of the Displacement Mitigation Strategy and Support Plan

BACKGROUND:

The Town Council formed the Housing Action Committee (HAC) as a part of the priorities defined within the 2022 Workforce Housing Framework, Finding Home, adopted by the Town Council in November 2022.

The Hilton Head Island Workforce Housing Initiative is a comprehensive program designed to address the critical need for workforce housing in the community. The workforce housing framework is a commitment to preserve and expand workforce housing options on Hilton Head Island through the adoption of four foundational pillars: Community, Planning, Management, and Revenue. Collectively, these pillars establish the enabling structure to assign future policy, programs, organizational capacity, resources and management.

SUMMARY:

The Housing Action Committee will discuss the Displacement Mitigation Project Plan (Anti-Displacement), outlining key components and responsibilities for effective implementation. A Displacement Mitigation Outline was reviewed and discussed by the Housing Action Committee at the October 4, 2023, meeting. Staff will expand on the outline and create a Displacement Mitigation Plan that addresses displacement issues within our community while supporting those affected. The Plan will be reviewed by the Housing Action Committee and will need to be adopted by Town Council. Below are the essential elements of the Plan:

A. Town Displacement Mitigation Strategy and Support Team:

Town Response Lead: An internal team identifying potential displacement and initiating town responses. This team, led by the Chief Housing Officer and other designated

planning or community development staff, focuses on preventative and early intervention planning strategies.

Primary Internal Trigger Response Team: Comprising housing, planning, and community development personnel, this team collaborates with Community Partners in response efforts. A Public Information/Communication team, also provides necessary support.

B. Community Response Team:

Primary External Response Team: This team comprises lead organizations, nonprofit and for-profit community-based organizations, and various entities responsible for specific activities such as temporary shelter, food provision, funding assistance, moving support, long-term housing planning, and case management. Community Partners are actively engaged, including local businesses, hotels, faith communities, schools, etc.

Asset Map: Develop an asset map to chart organizational capacities and resources available to support responses outlined in the Displacement Mitigation Strategy and Support Plan.

C. Organizational Chart (Response Activities):

Illustrates the Primary Response Team composition, including Town and Community Partners and their interactions based on specific triggers.

Specifies the roles and responsibilities of Town staff and Community Partners, designated leads, and primary/secondary community partners.

D. Funding Allocation Plan:

Outlines public and private funding resources available for implementing various aspects of the Displacement Mitigation Strategy and Support Plan.

Identifies eligible funding activities, including requirements, and designates responsible partner(s) for providing funding.

E. Anticipated Timeline of Displacement Mitigation Plan development

- October 4, 2023: Displacement Mitigation Strategy Presentation and Outline Reviewed by the Housing Action Committee
 - Presentation of the initial strategy and outline to the Housing Action Committee for their review and input.
- January 30, 2024: Displacement Mitigation Presentation to Lowcountry Affordable Housing Coalition
 - The presentation aimed to engage community partners and assess their support and capacity for the mitigation plan.

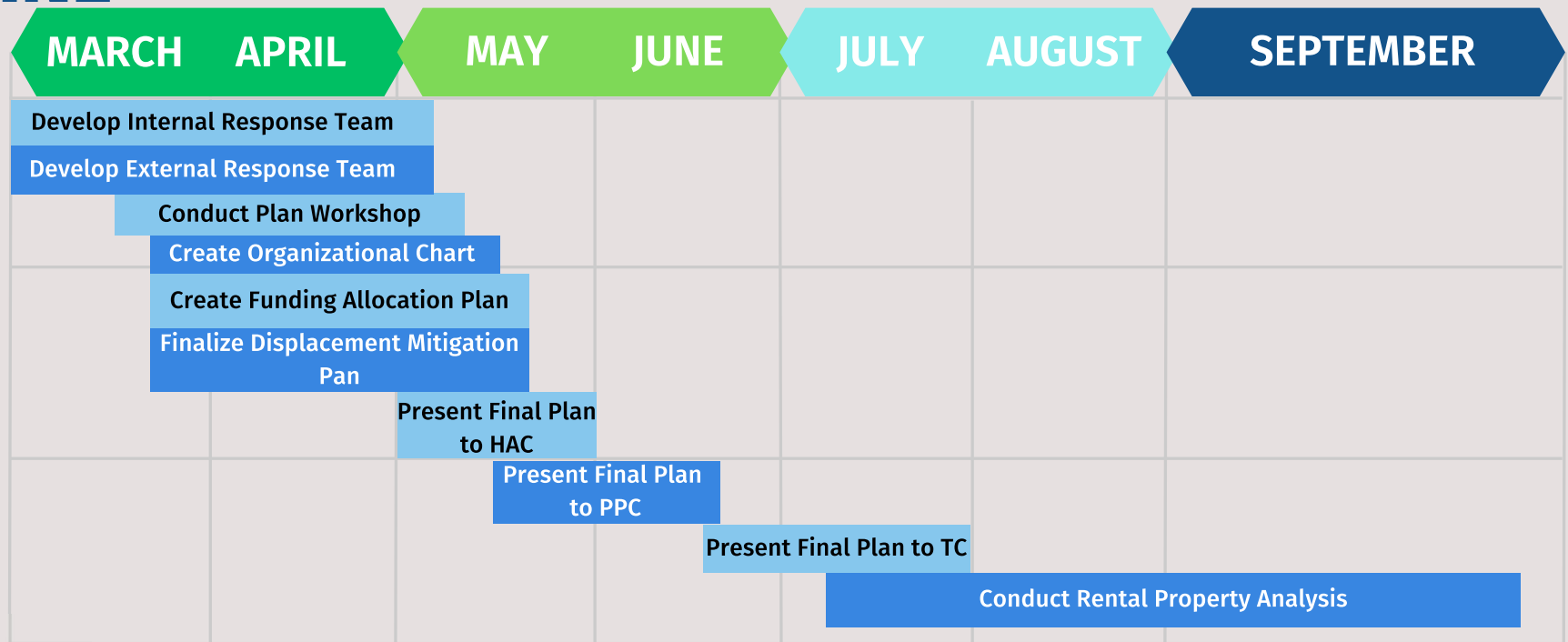
- March 8, 2024: External Partner Ad Hoc Meeting
 - Meeting with external partners to understand and document their resources for assisting in Displacement Mitigation.
- March 11, 2024: Creation of Internal Response Team
 - Establishment of an internal team to coordinate and execute the Displacement Mitigation Plan.
- March 11, 2024: Displacement Mitigation Project Plan Presentation and Review
 - Presentation and review of the project plan by the Housing Action Committee.
- April 10, 2024: External and Internal Partners Displacement Mitigation Review Workshop
 - A workshop will gather input and ideas from internal and external partners to develop the mitigation plan further.
- May 13, 2024: Displacement Mitigation Plan Presentation to the Housing Action Committee
 - Presentation of the finalized mitigation plan to the Housing Action Committee for their review and approval, marking the plan's recommendation through the public review process.
- June/July 2024: Displacement Mitigation Plan Presented to the Public Planning Committee
 - Presentation of the mitigation plan to the Public Planning Committee for their feedback and input.
- July/August 2024: Displacement Mitigation Plan Presented to Town Council
 - Presentation of the finalized plan to the Town Council for approval and implementation.
- August: Conduct Rental Property Analysis
 - Conduct analysis of rental properties to gather data and insights relevant to the Displacement Mitigation Plan.

This summary provides a foundational overview of our Displacement Mitigation Strategy and Support Plan. Your collaboration and commitment to these efforts are crucial for achieving our collective goals. Please don't hesitate to reach out if you have any questions or require further information.

ATTACHMENTS:

- 1) Displacement Mitigation Projected Project Plan Timeline
- 2) Displacement Mitigation Support Plan Outline

DISPLACEMENT MITIGATION PROJECTED PROJECT PLAN TIMELINE



DRAFT OVERVIEW

Components of an Anti-Displacement and Support Plan:

The Anti-Displacement and Displacement Support Plan is meant to act as a guide and strategy to focus combined resources to support both preventive measures as well as proactive policy efforts to support existing and future housing needs on the Island.

The Purpose of the Plan:

The purpose of this document is to outline the collective action that will be provided by local government and community partners to both prevent displacement of existing residents and to preserve and produce affordable workforce housing wherever possible for these residents. In addition to policy and strategy recommendations to prevent displacement, this document will also lay out recommended strategies when a property and/or properties are at risk of being transferred or sold causing existing low- and moderate-income tenants to suddenly be displaced. In this case, the plan includes **triggers, actions, defined lead partners, roles and responsibilities of each partner, contact information of key partners and other pertinent** information helpful to those anticipating or responding to an affordable housing and/or naturally occurring affordable housing acquisition property which may cause displacement or evictions of existing tenants.

In the event of a threat or actual displacement or eviction:

Although Displacement Prevention through increased housing preservation and production is ideal, it will **not eliminate** all displacement activities. Private property owners have significant investments in both unsubsidized rental apartments and short-term rentals which cannot be directly controlled by local and or state government. To that end, private property owners may decide to redevelop, transfer, or sell their property which may **trigger displacement** of existing residents. Local governments can work together with key community partners to get ahead of this type of displacement through strategies that include but not limited to:

- Inventory all existing rental properties and staying in touch with owners on eventual disposition of the property (if any).
- Rental registration, which helps the Town better manage the rental inventory on the Island.
- Short term rental registry, which again helps the Town better inventory the number and location of these units.
- Connect and collaborate with neighborhood associations, nonprofit service providers, school districts, and faith organizations to better understand potential economic hardships for renters or homeowners to get ahead of evictions or foreclosures. Collectively these organizations can provide financial support and emergency funding programs that help renters and or homeowners stay in their homes as they work through economic challenges. These same organizations and partners can also help support families through a relocation process if that becomes necessary.

Primary Response Team:

The Town will help to coordinate, community partners and resources through an **interagency working group** on anti-displacement policies and action items. This group would be the **Primary Response Team** in the event of a Displacement Triggering Incident. **(See Triggers and Response Charts for Action Items)**

An Anti-displacement Strategy and Support Plan should include the following four (4) Main Strategies:

- **Plan** ahead to identify the neighborhoods (or other areas) where action may be needed (or at risk) to preserve affordable housing opportunities for low- and moderate-income households.
- **Protect** long-term residents from the adverse effects of rising rents and home prices.
- **Preserve** existing affordable workforce housing.
- **Produce** additional dedicated workforce affordable housing for low- and moderate-income households.

Why develop an anti-displacement strategy?

A key goal of an anti-displacement strategy is to maximize existing residents' choices about when, whether and under what circumstances to move, preserving families' ability to stay in their homes and neighborhoods if they wish to do so. By creating an anti-displacement strategy, localities can ensure that they have the necessary tools and systems in place to anticipate and respond to displacement pressures from rising rents and home prices in a timely manner, with a goal to support existing residents' ability to stay in the community.

An anti-displacement strategy provides public officials and staff, practitioners, and community advocates with a **roadmap** to ensure residents have more control over decisions to move from or remain in a neighborhood experiencing rising housing costs. By preserving and expanding the availability of affordable housing, an anti-displacement strategy can also help ensure that other low- and moderate-income households can find housing in affected neighborhoods.

Overall, the primary goal of the Plan is to help the Town of Hilton Head Island to identify and prioritize concrete anti displacement measures to incorporate into sustainable community policy, and ultimately to generate deeper knowledge on policy effectiveness for mitigating displacement. Secondly, the goal of the Plan is to establish a **Response and Action Plan** if a major eviction or displacement event occurs. Housing displacement hurts both displaced residents and the community at large. An important step in addressing the community's housing needs outside of meeting the existing demand for affordable workforce housing is also understanding the community's risk factors for existing resident displacement.

Description

An anti-displacement strategy is a multi-pronged effort that plans ahead to anticipate where rising rents and home prices may jeopardize the ability of low- and moderate-income households to afford to live there, protects long-term residents, preserves existing affordable housing, and produces additional dedicated affordable housing for low- and moderate-income households.

Components of an Anti-Displacement Strategy and Support Plan:

The Final Plan should include the following Categories of Action:

1. Prevention
2. Early Intervention
3. Response Preparedness
4. Response

Within each of these Categories the following Action Items will be defined:

1. **Trigger: Action Step**
2. **Communication: Action Step**
3. **Response: Action Step**
4. **Primary Lead: Action Step**
5. **Primary Partner (s): Action Step**
6. **Secondary Partner (s): Action Step**
7. **Resource/Funding: Action Step**

Anti-Displacement and Support Plan also requires:

A. Town Anti- Displacement and Support Team (define leads and backups)

1. **Town Response Lead:** (a defined internal team) for identification of potential displacement and initial Town responses working with Response Leads (example defined housing manager and other defined planning and or community development staff) engage other leadership as needed. This team also focuses on preventative and early intervention planning strategies.
2. The Town should define a **“Primary Internal Trigger Response Team”** (housing, planning and community development etc.) and engage Community Partners (a **“Community Response Team”**)
3. The Town will also include Public Information/Communication team as needed (Communications Director etc.)

B. Community Response Team “Primary External Response Team”

1. **The Response Team includes:** Lead organizations, nonprofit and for profit community based organizations and would include the activities they are responsible for (temp. shelter, food, funding, moving support, long term housing

Attachment 1

plan, case management etc.) **(Include community partners, local business community, hotels, faith community, schools, etc.)**

2. **Asset Map:** Develop an Asset Map and chart out organizational capacities and resources to support Responses necessary within the Anti-displacement and Support Plan.

C. Organizational Chart (Response Activities)

1. Shows Primary Response Team (including Town and Community Partners and how they interact depending on when and how certain triggers occur)
2. Add Role and Responsibilities for Town staff and Community Partners (along with each trigger and define leads and primary and secondary community partners)

D. Funding Allocation Plan (Resource Planned or Needed)

1. Outlines public and private funding resources that could and would be made available to implement various aspects of the Anti-Displacement and Support Plan.
2. Includes eligible funding activities (including requirements) and what partner(s) are responsible for providing said funding.