



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: March 11, 2024

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