



Town of Hilton Head Island
TOWN COUNCIL MEETING
Tuesday, May 7, 2024, 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, David Ames, Ward 3, Mayor Pro-Tempore; Patsy Brison, Ward 2; Alex Brown, Ward 1; Tammy Becker, Ward 4; Steve Alfred, Ward 5; Glenn Stanford, Ward 6

Pastor Louis Johnson, Central Oak Grove Baptist Church, delivered the invocation.

Adoption of the Agenda

Mr. Orlando requested to remove Item 6.c. from the agenda as Mr. Rembold could not be present due to a scheduling conflict. He stated it will be rescheduled for a future meeting.

Mr. Ames moved to approve the agenda with the removal of Item 6.c. Mr. Alfred seconded. Motion carried 7-0.

Approval of the Minutes

Regular Meeting Minutes of March 19, 2024

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

Regular Meeting Minutes of April 2, 2024

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

Workshop Meeting Minutes of April 9, 2024

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

Special Meeting Minutes of April 29, 2024

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

Report of the Town Manager

On April 12th, Fire Rescue's Urban Search and Rescue Team South Carolina Task Force-4 (SCTF-4) achieved Certification as a NIMS Compliant Type IV US&R Team from the Emergency Management Accreditation Program. This is a monumental achievement for the team and its members. SCTF-4 is the first Type IV team and one of only seven teams certified at any level in the country.

The Department of Emergency Management has requested assistance from South Carolina for the flooding that is taking place. Fire Rescue Lieutenant Aaron Aumick is currently deployed to Bryan, Texas as a member of Type One Swift Water Rescue Team assisting Task Force One. As of today, there are still hundreds of people needing rescue.

On April 24th, Fire Rescue participated in the Hilton Head High School Career Day. Fire Rescue had 2 rooms, one for Dispatch and other for Fire/EMS. Both rooms generated great turnout and participation.

Mr. Orlando read an email from Chief Blankenship detailing the assistance the Fire Rescue EMS team provided to a volunteer at the RBC Heritage. He expressed his appreciation to the team for their quick response and efforts.

Construction of the ghost structures has begun at Historic Mitchelville Freedom Park which are authentic historical replicas in the shape of metal outlines. This project was possible by funding from the South Carolina State Private Lenders and other partners including the Town of Hilton Head Island.

Bike Month Proclamation - Mayor Perry

Fank Babel and various members of the biking organizations were present to accept the proclamation,

General Reports from Town Council

Mayor Perry stated that while the RBC Heritage was a great success it was marred with the passing of our former Mayor Tom Peebles. Mayor Peebles was a great gentleman and steward of our community. Mayor Perry asked that everyone keep the family in their prayers.

Mr. Brown invited the public to attend a ribbon cutting scheduled for May 22 at the Squire Pope Rowing and Sailing Center for an unveiling of an installation regarding a piece of the Town's history.

Ms. Becker expressed appreciation to Fire Rescue for the assistance being provided to Texas. In addition, she made a request to schedule the future William Hilton Parkway Gateway Corridor IRAC meetings to take place at 5:00 p.m. or later to allow folks from the community to attend. Ms. Becker stated her feelings that discussions concerning William Hilton Parkway Corridor take place in open session.

Report of the Lowcountry Area Transportation Study - Glenn Stanford

No report.

Report of the Lowcountry Council of Governments - Tammy Becker

No report.

Report of the Beaufort County Airports Board - David Ames

No report.

Report of the Southern Lowcountry Regional Board - Glenn Stanford

No report.

Report of the Island Recreation Board - Alex Brown

No report.

Report of the Community Services and Public Safety Committee - Tammy Becker

Ms. Becker reported the Committee met on April 8 to review proposed resolutions regarding adoption of a beach parking fee schedule and adoption of an environmentally friendly landscaping and ground maintenance practices/integrated pest management policy. She stated there was no recommendation to move these items forward to Town Council by the Committee and the items will be considered at a future meeting.

Report of the Public Planning Committee - David Ames

No report.

Report of the Finance and Administrative Committee - Alex Brown

Mr. Brown reported the Committee met on April 9 and received a financial update from Staff and reviewed an agency request for funding from memory Matters in the amount of \$50,000. He explained the Committee did not choose to move the item forward to Council but did suggest staff work closely with Memory Matters as they have indicated they would like to find a new location On Hilton Head Island. Mr. Brown added the Committee also received a report from the DMO for the Town and recommended moving the proposed budget forward to the full Town Council for consideration to include it in the budget.

Public Hearing

Public Hearing and First Reading of a Proposed Ordinance Adopting the Consolidated Municipal Budget for the Town of Hilton Head Island for Fiscal Year 2025 Ending June 30, 2025 - Marc Orlando, Town Manager

Town Manager Marc Orlando delivered a presentation to Town Council providing an overview of the proposed Fiscal Year 2025 Consolidated Budget of \$166.9 million that maintains low millage rates for Hilton Head Island. He reviewed projected revenue along with details of expenditures and fundings sources for such. Mr. Orlando stated the budget addresses Town Council's priorities such as growth management, workforce housing, infrastructure improvements, economic development, resiliency, recreation, and public safety. He noted the May 14 and May 16 workshops will address all funds within the budget.

Below is a summary of the items covered during the presentation:

"The Town of Hilton Head Island has benefited from economic strength and revenue growth, bolstering our public services. Our position allows us to present a consolidated budget that supports our Strategic Action Plan and focuses our resources on community priorities and customer service," said Town Manager Marc Orlando.

State law requires all municipalities to adopt an annual budget before July 1 of each year. The Town's \$166.9 million proposed consolidated budget is comprised of six funds:

- General Fund - \$60.9 million
- Capital Projects Fund - \$74.3 million
- Stormwater Utility Fund - \$7.5 million
- Debt Service Fund - \$16.7 million
- Housing Fund - \$4 million
- Gullah Geechee Historic Neighborhoods Community Development Corporation Fund - \$3.4 million

Despite the absence of a tax increase, the proposed budget is \$20 million more than the current FY2024 budget of \$146.9 million. "This larger budget reflects our investments in our prioritized capital improvement projects island wide, including beach renourishment, the expansion of our parks network, ongoing support for workforce housing initiatives, and preservation efforts aimed at safeguarding Hilton Head Island's natural environment," Orlando said.

Residents and stakeholders will benefit from enhanced services in the coming fiscal year while enjoying a low tax rate. "This focused budget allows the Town to be innovative as we implement our priorities and make impactful investments in our staff and community infrastructure including our beach, parks, roads, housing, public safety and other services that benefit our residents, businesses, and visitors," said Mayor Alan Perry.

The proposed budget:

- Maintains the current property tax millage rate of 21.4 mills.
- Provides a targeted investment of \$74.3 million for the Town's comprehensive Capital Improvement Program (CIP):
 - Beach Program including beach renourishment - \$21.6 million
 - Park Program - \$19.8 million
 - Roadway Program - \$10.3 million
 - Pathway Program - \$5.5 million
 - Facility and Equipment Program - \$8.4 million
 - Fleet Program - \$7.3 million
 - Land Acquisition and Administration - \$250,000
- Supports Fire Rescue operations, including professional development and Townwide fleet management, repairs, and maintenance.
- Supports the Short-term Rental Program, Town community code compliance, beach operations and public safety operations.
- Includes no new full-time or part-time positions and eliminates four positions.

- Includes a merit increase of up to 4% as part of a benefit package for Town employees.
- Funds the hiring of seasonal staff supporting beach operations, maintenance, the short-term rental permit program, and internships.
- Provides continued funding for workforce housing and land acquisition priorities.
- Provides continued funding for the Sewer Connection and Home Safety and Repair Programs.
- Allocates \$2.55 million in funds for the following affiliated agencies:
 - Island Recreation Association - \$1.167 million
 - Heritage Classic Foundation - \$400,000
 - Lowcountry Rural Transportation Authority (Palmetto Breeze) - \$253,595
 - University of South Carolina Beaufort Event Management / Ambassadors - \$235,000
 - 14th Circuit Solicitor - \$168,500
 - Coastal Discovery Museum - \$107,700
 - Historic Mitchelville's Executive Director - \$105,000
 - Beaufort County Economic Development Corporation - \$40,000
 - Sea Turtle Patrol HHI - \$73,480
- Supports the Hilton Head Island Jam 2024 Songwriters Festival, holiday celebrations and Town events.

At 4:30 p.m. Mayor Perry opened the public hearing and asked if anyone would like to address Council regarding the budget.

Skip Hoagland addressed Council regarding his opposition to the Hilton Head Island-Bluffton Chamber of Commerce as the Designated Marketing Organization (DMO) for the Town and the audit process.

Mayor Perry asked if there were any other citizens that would like to address Council regarding the budget. There being none, Mayor Perry Closed the Public Hearing at 4:32 p.m.

Mr. Ames moved to approve the first reading of the 2025 Consolidated Budget with the following additions:

Section 5 – Transfer of Funds will be modified to clarify the maximum amount that can be transferred without Council approval. Mr. Stanford seconded.

Ms. Brison stated her appreciation that there was no property tax or millage increase and the reduction in debt.

Ms. Brison moved to amend the motion to remove the 15% increase in Town Council salary. She explained she is fine with combining the salary and stipend to

reduce the administrative burden on staff, but she does not feel comfortable with the increase in Council salary. **Motion failed due to lack of a second.**

Ms. Brison moved to reduce the 15% increase to 3% which is around the cost of living.

Mr. Brown asked for clarification regarding these types of changes being discussed and addressed at the scheduled workshops regarding the budget. Mayor Perry called on Mr. Orlando to respond. Mr. Orlando stated that these types of things could be discussed during the workshop and with the guidance of the Town Attorney they can address what is captured at the workshops in the subsequent reading(s) of the proposed ordinance.

Mr. Alfred seconded the motion. Motion failed 2-5 (Brown, Ames, Perry, Becker, Stanford opposed).

Ms. Becker moved to remove Section 6 from the proposed ordinance. She explained she felt there is no way of being sure that all affiliated agencies meet the criteria of the section. **Motion failed due to lack of a second.**

Mr. Stanford noted this is a record budget for the Town, noting the breakdown in expenditures and the benefits to Town as a result of the budget. He applauded the Town Manager and staff for coming up with a budget with no additional debt.

Mr. Brown noted the majority of the increase in the budget is in the Capital Improvement Program which includes beach renourishment. He pointed out there are no property tax dollars in the increase for Capital Improvement. Mr. Brown expressed his appreciation that there is no tax increase or increase in millage with setting aside funds for disaster relief and maintaining more than the ceiling amount in our funds. He applauded investing back into the community. He asked that the proposed stormwater agreements be the same as others and inquired as to where they are located. He suggested that if after the workshops the concerns with Section 5 cannot be resolved, it could be removed from the budget and deal with at the Finance and Administrative Committee level to make a recommendation to Town Council.

Mr. Ames was asked to clarify and restate his original motion.

Mr. Ames moved to approve the first reading of the 2025 Consolidated Budget with the following additions:

Section 5 – Transfer of Funds will be modified to clarify the maximum amount that can be transferred without Council approval and the Town Manager will provide the amount prior to second reading of the ordinance. The seconder, Mr. Stanford agreed with the clarification. Motion carried 5-2 (Brison, Becker opposed).

Ms. Becker explained she could not vote to approve due to her objection to the language in Section 6.

Unfinished Business

Consideration of an Ordinance to Amend the Town of Hilton Head Island Budget for the Fiscal Year Ending June 30, 2024; to Provide for the Budgeted Appropriations of the Prior Year Budget Roll Forwards and Certain Other Appropriations and Commitments and the Expenditures of Certain Funds; to Allocate the Sources of Revenue for the Said Funds; and to Provide for Severability and an Effective Date - Second and Final Reading - Josh Gruber, Deputy Town Manager

Mr. Gruber explained there have been no changes or amendments to the proposed Ordinance since first reading which took place April 2, 2024.

Mayor Perry asked for public comment. There was none.

Ms. Becker moved to remove the section from this ordinance that seeks to fund the Coastal Community Development Corporation (CCDC). Motion failed due to lack of a second.

Ms. Becker inquired as to the status of the request regarding the CCDC privilege agreements while operating under a 501(c)(3). Mr. Gruber explained that neither the IRS nor the South Carolina Attorney General's office will provide what is called an advisory opinion. He stated that has been communicated to the CCDC and the burden is now on them to obtain information at is sufficient to meet the request.

Ms. Becker moved to request Council waive its privilege with regard to attorney client communications in regard to the correspondence received today from Mr. Coltrane regarding the 501(c)(3) issue raised by Council with the CCDC. Mr. Alfred seconded.

Ken Campbell, Secretary of the CCDC approached the dais and stated the document attached to Mr. Coltrane's memorandum was not intended to be confidential.

Mr. Gruber reviewed the original concern and actions regarding the CCDC and their fundraising mechanism offering a form of preferential treatment for access to units. He stated the CCDC provided correspondence from an attorney that based upon how the CCDC has proposed to go about soliciting funds and how they would offer the preferential treatment the opinion was that that action would not cause them to lose their 501(c)(3) tax exempt status.

Ms. Becker, the maker, and Mr. Alfred, the seconder of the motion withdrew the motion.

Concluding further discussion, Ms. Brison moved to approve Amend the Town of Hilton Head Island Budget for the Fiscal Year Ending June 30, 2024; to Provide for the Budgeted Appropriations of the Prior Year Budget Roll Forwards and Certain Other Appropriations and Commitments and the Expenditures of Certain Funds; to Allocate the Sources of Revenue for the Said Funds; and to Provide for Severability and an Effective Date. Mr. Brown seconded.

Mayor Perry stated he still has concerns regarding the CCDC and while he approves

the others that is his reason for voting against the amendment.

Motion carried 5-2 (Becker, Perry opposed).

Consideration of an Ordinance to Amend Title 16 of the Municipal Code of the Town of Hilton Head Island, the Land Management Ordinance, to Amend Floor Area Ratio Requirements within the Forest Beach Neighborhood Character Overlay District - Second and Final Reading - Missy Luick, Director of Planning

Missy Luick stated the amendment is just to the ratio within the character overlay requirements and that ratio adjustment is from a ratio of .55 to .45. She added that the Forest Beach Owners Association is supportive of this amendment.

Mr. Ames moved to approve. Ms. Brison seconded.

Mayor Perry asked for public comment. There was none.

Motion carried 7-0.

Consideration of an Ordinance of the Town of Hilton Head Island authorizing the Execution of an Easement Encumbering Property to be Owned by the Town of Hilton Head Island Identified as PIN:R510 008 000 0460 0000, under the Authority of South Carolina Code 5-7-40 and 2-7-20, Municipal Code of the Town of Hilton Head Island and Providing for Severability and an Effective Date - Second and Final Reading - Josh Gruber, Deputy Town Manager

Mr. Ames moved to approve. Mr. Stanford seconded. Motion carried 7-0.

New Business

Consideration of a Resolution to Support the Strengths, Weaknesses, Opportunities, and Threats (SWOT) Assessment for Solid Waste and Recycling for Hilton Head Island - Bryan McIlwee, Director of Public Projects and Facilities

There is a priority initiative in the Town of Hilton Head Island 2023-25 Strategic Action Plan to identify Strengths, Weaknesses, Opportunities & Threats (SWOT) of Hilton Head Island Solid Waste and Recycling (Attachment 2).

Staff procured A. Goldsmith Resources, LLC (AGR), an expert consultant in the field of solid waste and recycling, and the preparer of the recently updated Beaufort County Solid Waste Management Plan (2022-2041), to conduct this assessment.

On May 2, 2023, Town Council unanimously approved a Resolution to endorse the following outline for the general scope of services to conduct the SWOT assessment.

1. Introduction
2. Goals and Objectives of the Analysis
3. Executive Summary
4. Applicable Town, County and State Regulations
5. Stakeholder Involvement (assistance by Town and County staff)
6. Gather and Review Relevant Data and Information
7. Assess Current Practices
8. SWOT Analysis of Hilton Head Island solid waste and recycling infrastructure and program including but not limited to the following:

- Committed team of professionals
- Southern County Materials Recovery Facility (MRF)
- Restraints of weekend landfill operations
- Consistent Ordinances
- Long-Term agreement for Convenience Center operations
- Improved commercial recycling and public facilities recycling
- Curbside Public contracted recycling and solid waste collection
- Public education and information campaigns
- Diversion credits to haulers for recycling loads
- Landfill Constraints
- Misinformation and Lack of Education regarding Recycling
- Short term guests – ease of recycling

9. Prioritized Recommendations for implementation of key strategies and projects

10. Recommendations for Future Studies and Analysis

11. References

12. List of Figures and Tables

13. Appendices

Upon completing the assessment with input from Town Staff and Beaufort County, AGR submitted the assessment to the Town for consideration.

On January 8, 2024, the Community Services and Public Safety Committee was presented with the findings and conclusions of the SWOT analysis provided by AGR, LLC.

This analysis of strengths, weaknesses, opportunities, and threats lead to several overarching conclusions outlined below.

- The Town of Hilton Head Island will need to be proactive to achieve the goal from Our Plan “To work toward a Town-wide zero waste model”. Conducting this analysis and selecting options to implement is the first step.
- Ensuring waste haulers comply with existing requirements in the municipal code is a useful starting point for achieving goals. Additional ordinances may be required in the future.
- The Town has several options to make solid waste and recyclable collection from residents more efficient, more effective in reducing waste, and more consistent Town-wide, with varying degrees of oversight required.
- To reduce waste through recycling and composting, Hilton Head Island will need to ensure facilities are available to receive, process, and market material before arranging to have materials collected. Because Beaufort County is responsible for ensuring recycling and solid waste management facilities are available, the Town will need to support and collaborate with the County to ensure long-term contracts at existing facilities, or the development of new facilities move forward.
- Excellent educational resources focusing on waste reduction and recycling are available from Beaufort County, DHEC’s Office of Solid Waste Reduction & Recycling, among others. The Town can use these materials to increase waste reduction and recycling, tailoring them as needed to reflect its programs.

- Implementing any of the options presented in this report in a way that enables the Town to “work toward a Town-wide zero waste model” requires dedicated staff and funding.

The committee requested explanation of select current practices and the inclusion of possible near-term actions as outlined below:

1. Describe multifamily solid waste and recycling collection.
2. Provide examples of solid waste and recycling in a POA.
3. Clarify what is recyclable.
4. Include grant funding as an opportunity.
5. Add possible near-term actions.

In this regards Staff provided the following:

1. Describe multifamily solid waste and recycling collection:

Multifamily dwellings are generally classified as commercial establishments for the purpose of solid waste and recycling services. Town code defines commercial establishments as follows:

Town of Hilton Head Island Municipal Code Sec. 9-6-10. - Definitions.

Commercial establishment: Any income-producing establishment, for profit or nonprofit, including, but not limited to, those used for retail, wholesale, industrial, manufacturing, dining, offices, professional services, automobile services, hotels, motels and restaurants. For purposes of this title pertaining to collection of solid waste and recycling only, commercial establishments shall include dumpster-based multifamily residential dwellings, and shall exclude all other residential dwellings.

2. Provide example of solid waste and recycling in a POA:

Example of POA Approach - Sea Pines

Residential collection like rest of Hilton Head Island:

- Each property owner contracts for their own service.
- Most of the “regimes” arrange collection for their villa or condo complex.
- Once per week drop-off center provided by 3rd party vendor for mixed paper, plastic, glass, aluminum, tin bottles and cans, electronics, and batteries at retail area.
- Sea Pines Community Services Associates (CSA) requires trash cans and recycling bins must be kept in service yards at all times.

CSA programs:

- Work with vendors to “harvest” recyclables from commercial facilities: cardboard, glass, plastic/aluminum, food residuals, coffee, oyster shells.
- Weekly collection and drop-off of vegetative debris which is mulched and available to residents.

3. Clarify what is recyclable:

Town of Hilton Head Island Municipal Code Sec. 9-6-30 Requirement for Private Hauler Collection	Beaufort County Convenience Centers
Cardboard	Corrugated cardboard
Newspapers, newspaper inserts, cardboard, pizza boxes, magazines, catalogs, phone books, residential mail, junk mail, office paper, paper bags, box board, cereal cartons, beverage cartons, gift wrapping paper, shredded office paper	Mixed paper: junk mail, newspaper, magazines, phone books, office paper, cereal boxes, soda boxes and shoeboxes, or any paper that doesn't fall into the category of corrugated cardboard
All closed-mouth plastic bottles, #1 through #7 household plastics (no styrofoam)	Plastics #1 and #2: Plastic bottles, jugs and jars
Glass containers of any color	Glass bottles and jars: Clear, brown & green glass
Milk/juice cartons and aseptic containers	
Aluminum cans, other aluminum, aluminum foil, steel cans, tin cans, aerosol cans, and other small household scrap metal	Metal food and beverage cans: Aluminum, tin, & steel cans

Beaufort County convenience center also accepts yard waste, tires, cooking oil, motor oil, oil filters, appliances, scrap metal, furniture, mattresses, construction & demolition debris, plastic film, household hazardous waste. Some of these materials are recycled.

4. Include grant funding as an opportunity:

SC DHEC Solid Waste Reduction and Recycling Grant

- Scope: Projects that can demonstrate a positive impact on a local government's efforts to reach their recycling and waste reduction goals
- Eligibility: Counties, cities, towns, or regions within South Carolina that provide solid waste services
- Source: Funded by a \$2 fee on appliances and lead-acid batteries charged upon purchase at the retail level
- Schedule: Applications for FY25 opened in February 2024;
- \$15,000 max grant in Category 1 (General Recycling)
- \$50,000- \$100,000 grant in Category 2 (Creativity with waste reduction)

Recycling Partnership Community Grant Program

- Curbside Recycling Cart Grants
- Multifamily Recycling Program Grants
- Drop-Off Program Grants

5. Add possible near-term actions:

- Coordinate with Beaufort County to share approved SWOT and determine County's short-, mid-, and long-term plans for solid waste and recycling.
- Evaluate potential approaches and associated costs to provide curbside solid waste and recycling for all Hilton Head Island residents.
- Establish a best-in-class recycling program at beach park facilities, incorporating outreach and education for residents and visitors.
- Establish a best-in-class recycling program at Hilton Head Island facilities, incorporating outreach and education for residents and visitors.
- Continue to strengthen enforcement of reporting and recycling requirements for licensed haulers in Town ordinance.

NEXT STEPS:

Pending Town Council adoption, next steps are as follows:

- Develop action plan to implement the aforementioned near-term actions
- Use the Strengths, Weakness, Opportunities and Threats assessment as a resource to aid in immediate and future decision making and planning.

Mayor Perry asked for public comment. There was none.

Mr. Ames moved to approve. Mr. Stanford seconded.

Council members made comments, asked questions and held discussion regarding: the need for additional information regarding the program and why it was stopped; concern about proceeding on next steps until we have that data in hand; concern regarding the educational piece of the project; the need to include park facilities; concern over whether the haulers truly are separating the recycling; the need to work with the haulers regarding separation; a request to share the information as to the number of haulers that come to the Island and how many of them recycle; the need for enforcement measures; the need for educating the public and the contamination of recyclables; clarification that a SWOT is a first step to determine where we are and we need to be in this process; confirmation as this develops items will be brought back to the Community Services & Public Safety Committee as they are being built; the need to put effort into our relationship with the County and the current landfill situation; concern for additional costs if curbside services is a requirement.

Motion carried 5-2 (Brison, Becker opposed).

Due to a previous appointment, Mr. Ames excused himself from the dais at this time and left the meeting.

Consideration of a Resolution Approving the 2024-2025 Hilton Head Island Destination Marketing Organization (DMO) Marketing Plan & Budget - Angie Stone, Assistant Town

Manager

According to South Carolina State law, 30% of the two percent bed tax funds collected by the State of South Carolina is allocated to the Town's pre-determined Destination Marketing Organization (DMO) with an ongoing tourist program. The Town Council has designated the Hilton Head Island - Bluffton Chamber of Commerce Visitor & Convention Bureau (VCB) as its DMO. On or by April 1 of each year, Town Code requires the VCB's proposed budget and marketing plan to be submitted to the Accommodations Tax Advisory Committee (ATAC) to review and make a recommendation to Town Council for final approval. The ATAC has recommended the DMO Marketing Plan and Budget to Town Council for consideration. The Marketing Plan and Budget were also presented to the Finance and Administrative Committee for its recommendation to Town Council. The Finance and Administrative Committee voted 4-0 to recommend the Marketing Plan and Budget to Town Council.

Angie Stone addressed Council stating Town Staff and the DMO have been working closely on the input Council provided regarding changes in their publications in their reporting.

Ariana Pernice conducted a detailed presentation regarding the marketing plan and budget with details regarding the following:

- Connect the marketing promise with the on-island experience.

- Create an understanding of, and respect for our delicate ecosystem (residents & visitors).

- Drive deeper discovery and exploration of our destination

- Build brand awareness.

- Enhance leisure & group business through qualified visitation.

She reviewed the Marketing Plan Strategies and Tactics below and provided a 2024-2025 strategic marketing roadmap along with tactical details which include the following:

- Destination Website

- Organic Social Media

- Digital Advertising & Media Partnerships

- Public Relations

- Meetings and Groups

- International Marketing & Vacation Planner

- Destination Website & Social Media

As the Town's Designated Marketing Organization (DMO) we have the unique privilege to steward the community's identity to the world. Aligning our destination out-marketing messaging and initiatives with our destination core values of Arts/Culture, History, Culinary, Wellness, and Recreation, we are aligned with the Town and residents in efforts to ensure, enhance, and protect the quality of life for our community.

A review of the proposed budget was completed.

Mayor Perry asked for public comment.

Melinda Tunner stated she thought there is an opportunity to align the estimated visitor expenditures with core values. She voiced concern over the level of tourism and the need to provide direction to the Chamber to target fewer tourists with a higher level of spending.

Skip Hoagland addressed Council regarding his opinion of the need for a CPA to conduct a forensic audit.

Council members made comments, asked questions and held discussion regarding: the need to protect the characteristics and qualities demonstrated in the marketing; appreciation for the response from the Chamber to address the items of concern; the need to create a metric system around the destination values and the community cornerstone pillars; the need to recognize the quality of life portion and the needs of our business community moving forward; the need for the Cultural Resources number go up in the return on investment and the realization that tourism is a large part of the budget.

Motion carried 6-0 (Ames was not present for the vote).

Appearance by Citizens

Sandy Gillis addressed Council regarding affordable housing. She applauded Council for their recent achievements in addressing the issue. She expressed concern over the crisis in the Chimney Cove area and the need to keep new housing options on the front burner.

Skip Hoagland addressed Council stating there will be a formal lawsuit filed against the Town for illegal issue and illegal misuse of tax funds.

Gray Smith addressed Council regarding his concern that the properties that the CCDC is purchasing will be dominating the lower income housing market by purchasing the dwelling and taking away the potential for private citizens to buy those homes. He urged Council to rethink supporting the CCDC.

Executive Session

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

Mayor Perry asked the Town Manager if there was a need to enter Executive Session. Mr. Orlando stated there was a need regarding the items listed above.

At 7:00 p.m. Ms. Brison moved to enter into Executive Session for the reasons cited by the Town Manager. Mr. Alfred seconded. Motion carried 6-0 (Ames was not present for the vote).

At 7:19 p.m. Mr. Stanford moved to come out of Executive Session. Ms. Becker seconded. Motion carried 6-0 (Ames was not present for the vote).

Action from Executive Session

Mayor Perry stated there was no action to be taken as a result of Executive Session.

Adjournment

The meeting was adjourned at 7:20 p.m.

Approved:



Kimberly Gammon, Town Clerk



Alan R. Perry, Mayor

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