



Town of Hilton Head Island TOWN COUNCIL MEETING Tuesday, May 21, 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 (arrived at 3:07 p.m.); Glenn Stanford, Ward 6

Invocation

Pastor June Wilkins, Christ Lutheran Church delivered the invocation.

Adoption of the Agenda

Mr. Ames moved to approve. Mr. Stanford seconded. Motion carried 6-0. (Mr. Alfred was not at the dais at this time)

Approval of the Minutes

Regular Meeting Minutes of May 7, 2024

Mr. Ames moved to approve. Mr. Stanford seconded. Motion carried 6-0. (Mr. Alfred was not at the dais at this time)

Report of the Town Manager

Mr. Orlando introduced Shawn Leininger, Assistant Town Manager, Shawn will have direct oversight over Planning, Facilities and Information Technology.

Mr. Orlando encouraged all to attend the Memorial Day Event being held on Monday, May 27 at the Veterans Memorial Park at Shelter Cove and provided background regarding the event.

Hilton Head Island Destination Marketing Organization (DMO) Quarterly Report - Andrew Davis, Director of Marketing and Communication

Mr. Davis introduced Ariana Pernice to conduct the presentation.

Ms. Pernice conducted a presentation and reviewed quarter highlights.

She stated that Hilton Head Island was featured on the Today Show in Al Roker's Walking Challenge. She provided the following statistics regarding the feature:

- Wednesday, February 28 at Coligny Beach Park
- Partnership with Discover South Carolina (SCPRT) and Hilton Head Health
- The Chamber worked with the TODAY Show producers to

coordinate a live segment for this initiative

- Al Roker crossed the "finish line" of his month-long walking challenge program
- There were over 150 local participants at the finish line event
- The program, as a whole, has over 700,000 online participants
- This segment prompted further meetings and segments with the

TODAY Show

The TODAY Show's massive audience and strong online presence provide extraordinary visibility and validation for the island. Inclusion with such a respected outlet sets destinations apart in a crowded market reaching millions of viewers and generating significant buzz

She then reviewed media partnerships, public relations media coverage, the Destination Official Vacation Planner, the destination website and social media platform statistics and the social engagement sessions, referrals and engagement.

The analysis of Hilton Head Island accommodations, Hotel, Home & Villa, for a specific quarter, Smith Travel Research (STR) and Key Data, provides metrics such as occupancy rates, average daily rates, and revenue per available room. This data-driven approach details actionable insights to inform strategic decisions. FY Q3 presented a small downward shift in occupancy however, our hotels and home & villa partners were able to ensure strong rates that allowed for a positive RevPAR. We continue to watch trends and adjust our marketing efforts accordingly.

Council members made comments, asked questions and held discussion regarding: a request for clarification regarding the wellness aspects of the posts on social media; acknowledgment that the Gullah History, along with arts and culture are on the rise; clarification on the engagement rate definition; the need to highlight Hilton Head Island for the protection of the environment; a suggestion that the five core values be placed on display in the new airport terminal.

Proclamation Recognizing ALS Awareness Month - Mayor Perry

Gary Pratt and Connie Pratt were present to accept the proclamation.

General Reports from Town Council

Ms. Brisson reported that she and Mr. Alfred participated in the Ride of Silence as part of Bike Month. She stated that in speaking with the group she mentioned that the Town has some great proposals under the CIP which will enhance the biking efforts on the Island. She noted the group was very appreciative of the effort.

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 Association Board – Alex Brown

Mr. Brown reported the Island Recreation Association is working on their agenda for the Annual Planning Session to be held in August. He stated summer program registration is in full swing, the senior citizens direct mail flyers have resulted in an increase of participants from 375 to 500; and Wing Fest was very successful with raising \$80,000 to assist with scholarships for various programs offered.

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

Ms. Becker reported the Committee met on May 20 and received a quarterly report from the Beaufort County Sheriff's Office and discussed a proposed resolution regarding a high-level partnership with the Rotary Clubs on Hilton Head Island for a Community Center. She stated the clubs will be conducting fundraising to bring \$750,000 to the table to work through the project.

Report of the Public Planning Committee – David Ames

The Public Planning Committee met on May 9th. The Committee approved advancing a Resolution to accept the Conditions and Trends Report to Town Council. The Committee heard a presentation on the District Planning Initiative and provided input on process and format to staff. The Public Planning Committee provided consensus that the Skull Creek District Template presented serves as a representative example template to guide completion of all remaining districts. The Committee heard a presentation on LMO Code priority amendments and the LMO Code overhaul project. The Public Planning Committee provided directions on priority amendments to advance ahead of the complete code overhaul.

Report of the Finance and Administrative Committee – Alex Brown

No report.

Appearance by Citizens

Peter Kristian addressed Council stating he is looking forward to hearing about the progress regarding the 278 Project in June. He reminded all that hurricane season begins June 1. He encouraged all to obtain flood insurance. He referenced the high rating the Town receives from the Federal government. He encouraged Council to work on getting communities pre-approved for FEMA reimbursement.

Skip Hoagland spoke on behalf of Lynn Greeley and himself regarding their views on the spending of public funds and called for a forensic audit.

Krista Flanders addressed Council regarding the need for and the the lack of additional public programs for alcohol and drug abuse. She noted the need to have Narcan availability in order to save lives.

Unfinished Business

Consideration of an Ordinance to Amend Title 8, Chapter 3, of the Town of Hilton Head Island Code of Ordinances, to add Section 8-3-114 titled Abandoned Watercraft -

Second and Final Reading - Josh Gruber, Deputy Town Manager

It was the consensus of Council a second presentation was not needed.

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

Mayor Perry asked for public comment. There was none.

Motion carried 7-0.

New Business

Consideration of an Ordinance Amending Title 9, Chapter 2, of the Municipal Code of Hilton Head Island Titled Regulations and Requirements Relating to Smoking of Tobacco Products by Adding a Definition for Electronic Smoking Devices and Prohibiting Their Use Consistent with Existing Smoking Regulations - First Reading - Josh Gruber, Deputy Town Manager

Mr. Gruber stated that in In 2009, the Town of Hilton Head Island adopted regulations to its municipal code that prohibited smoking tobacco and tobacco related products indoors within publicly accessible commercial businesses or other publicly accessible buildings. In the years since the adoption of these regulations, new types of consumer products including electronic smoking devices, commonly referred to as vaping, have been created and are now widely in use. Because of this, the Town is proposing to update the definition section of its existing smoking regulations to include electronic smoking devices within the existing smoking regulations. On July 18, 2023, student representatives from the Lowcountry Alliance for Healthy Youth made a presentation to the Town Council on the negative effects that electronic smoking devices and vaping in general has had on teens and young adults. They requested that the Town consider amending its code to include the use of electronic smoking devices along with the Town's existing smoking regulations. Following receipt of this information, staff were requested to prepare this proposed amendment for the Community Services and Public Safety Committee's review and consideration.

Mayor Perry asked for public comment. There was none.

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

Consideration of an Ordinance of the Town of Hilton Head Island Authorizing the Execution and Delivery of a Purchase and Sale Agreement for a Portion of Property Owned by the Town of Hilton Head Island and Beaufort County Identified as TMS No. R510 005 000 0329 0000 Located on Beach City Road - First Reading - Josh Gruber, Deputy Town Manager

Mr. Gruber stated that in 2013, the Town and Beaufort County jointly purchased real property located approximately at 282 Beach City Road and identified by Parcel Identification Number: R510 005 000 0329 0000. At the time of this purchase, a survey was prepared showing the boundary of the parcel to be acquired. This survey did not identify any existing encroachments into this parcel. Several years following this acquisition, it was determined that the driveway of the adjacent property located at 282 Beach City Road encroached on the Town and County property by 3,250 feet (0.075 acres). Using satellite photography, the Town believes that this driveway was constructed in 2007 prior to the Town and County's acquisition and should have been

identified on the corresponding property survey. Based upon discussions with Beaufort County and the adjoining property owner, the proposed solution to solving this encroachment is to sell a portion of the jointly owned property to the adjoining property owner at current fair market value. In March of 2024, Beaufort County Council gave unanimous approval for an Ordinance authorizing the sale of 0.11 acres of the property at the appraised value of \$30,250. If approved by the Town Council, the proceeds of this sale would be split between the County and the Town 70%/30% based upon the respective contributions towards the purchase price that each entity contributed at the time of the property acquisition.

Mayor Perry asked for public comment. There was none.

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

Consideration of a Resolution to Adopt a Master Plan for Chaplin Community Park - Shawn Colin, Assistant Town Manager

Mr. Colin referenced the master Plan for Chaplin Community Park stating it's been a few years of review with Town Council Workshops and community engagement and a couple of meetings with the Parks and Recreation Commission. He reviewed the following improvements:

Multi-Use Fields

- Five (5) multi-use athletic fields (soccer)
- Multi-use park facility and restroom
- 40'x60' picnic pavilion

Racquet Sports

- Six (6) pickleball courts
- Six (6) tennis courts and restroom

Basketball

- Two (2) covered basketball courts

Additional Elements

- Dog Park – ±1 acre
- Playground – ± 0.5 acre
- Restroom
- Island Heritage Gateway
- Beach access
- Connected parking, sidewalks, and intersection improvements
- Bicycle parking provided throughout park
- Town Facilities/Beach Operations building
- Trolley stop

Parking

- Total parking spaces increases from 382 spaces to 631 spaces

Mr. Colin stated he was available to answer questions.

Council members made comments, asked questions and held discussion regarding inquiry as to whether the field surfaces would be grass or artificial turf; and an acknowledgement the park will have better access.

Mayor Perry asked for public comment.

Amy Fee addressed Council requesting they be mindful of the need for access to electricity in the parks when having events.

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

Ms. Brison stated she is willing to approve the Chaplin Community Park Master Plan subject to the approval of Crossings Park with pickle ball.

Motion carried 7-0.

Consideration of a Resolution to Adopt a Master Plan for Crossings Park - Shawn Colin, Assistant Town Manager

Mr. Colin presented the Master Plan for Crossings Park stating it's also been a few years of review with Town Council Workshops and community engagement and a couple of meetings with the Parks and Recreation Commission. He reviewed the following improvements:

Baseball

- Four (4) 210' baseball fields and one (1) 300' baseball field (effectively 320' with fence height) and parking (289 spaces)
- Champions Plaza
- Concessions, press boxes, and two (2) restrooms at baseball fields
- Three (3) covered training facilities
- Field maintenance building

Pickleball

- 24 pickleball courts (18 courts in Phase 1), clubhouse, restroom, shade structures and parking (120 spaces) (5 per court X 24 courts)

Bristol Sports Park

- Pump track, skate park, covered basketball court/inline roller hockey rink, and restroom, and parking (60 spaces) at Bristol Sports Arena

Additional Elements

- Dog park - ±0.5 acre
- Playground - ±0.5 acre
- Bicycle parking provided throughout park
- On-street angled parking on Helmsman Way (110 spaces)
- New pathway along Helmsman Way to Palmetto Bay Marina
- Intersection improvements and pedestrian crossings on Arrow Road
- Trolley stop

Parking

- Total parking increases from 336 spaces to 579 spaces

Mayor Perry asked for public comment.

Alex Cruden addressed Council expressing appreciation for the work done for the design.

Katie Henderson addressed Council inquiring as to whether there has been consideration given to making the field big enough for championship games.

Peter Kristian addressed Council stating his support for the addition of pickle ball courts.

Cindy Bader addressed Council regarding the need for stadium seating so tournaments can resume on the Island

Mr. Colin confirmed one of the fields is larger and it will have auxiliary uses or sensory uses for batting cages and pitching areas. He added that in the pickle ball court area they will need to assess the capacity for seating at that time. Mr. Orlando added that if the use gets to the point of competition, seating could be brought in.

Council members made comments, asked questions and held discussion regarding: an encouragement to move forward with an expansion of baseball; and acknowledgement pickle ball is not just recreational but a socialization tool.

Mr. Colin reviewed the timeline for the project.

Council members made comments, asked questions and held discussion regarding: confirmation there will be bleachers for viewing at the baseball fields and at the pickle ball courts there will be a seating area and shade structures for those waiting to play; acknowledgement that the permitting process does take time and patience is needed; appreciation to staff for accommodating the needs of citizens; and the need for trolley stops to move people to and from the parks;

Executive Session

Discussion and Negotiations Incident to Proposed Contractual Arrangements for the Northpoint Public-Private Partnership Workforce Housing Project [Pursuant to the South Carolina Freedom of Information Act Section 30-4-70(a)(2)]

Discussion of Negotiations Incident to Proposed Contractual Arrangements and Discussions for the Proposed Sale or Purchase of Property (Pursuant to the South Carolina Freedom of Information Act Section 30-4-70 [a]) related to:

1. Pembroke Drive Area
2. Muddy Creek Area
3. Pope Avenue Area

Discussion of Legal Advice from the Town Attorney on Matters Covered Under the Attorney-Client Privilege (Pursuant to the South Carolina Freedom of Information Act Section 30-4-70 [a]) Related to:

1. Proposed Revisions to Sections 2-5-15, 2-5-50, 2-5-70, and 2-5-80 of the Hilton Head Island Municipal Code Related to Public Comment and Rules of Decorum

2. Proposed Revisions to Sections 2-3-40 and 2-5-60 of the Hilton Head Island Municipal Code Related to Powers and Duties of the Mayor and Committees of Council

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 4:34 p.m. Mr. Ames moved to enter into Executive Session for the reasons cited by the Town Manager. Mr. Alfred seconded. Motion carried 7-0.

At 6:48 p.m. Mr. Ames moved to come out of Executive Session. Ms. Brison seconded. Motion carried 6-0. (Mr. Stanford left the meeting after Executive Session and did not return to the dais.)

Action from Executive Session

Mr. Ames moved to Adopt an Ordinance Authorizing the Execution and Delivery of a Long-Term Lease between the Town and the Sandalwood Community Food Pantry of Town-Owned Property on Augusta Lane. Ms. Brison seconded. Motion carried 5-1-0 (Becker was opposed and Stanford was not present for the vote).

Adjournment

The meeting was adjourned at 6:50 p.m.

Approved: June 4, 2024



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