



Town of Hilton Head Island
TOWN COUNCIL MEETING
Tuesday, September 17, 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; Alex Brown, Ward 1; Patsy Brison, Ward 2; Tammy Becker, Ward 4; Steve Alfred, Ward 5; Glenn Stanford, Ward 6

Also present: Marc Orlando, Town Manager; Curtis Coltrane, Town Attorney; Kimberly Gammon, Town Clerk

Invocation – Reverend General Hay, First Historic African Baptist Church

Reverend Hay delivered the invocation.

Adoption of the Agenda

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

Approval of the Minutes

Special Workshop Minutes of June 17, 2024

Special Workshop Minutes of June 20, 2024

Special Meeting Minutes of June 28, 2024

Regular Meeting Minutes of August 20, 2024

Special Meeting Minutes of August 29, 2024

Mr. Ames moved to approve all of the minutes listed above. Ms. Becker seconded. Motion carried 7-0.

Report of the Town Manager

Mr. Orlando introduced and welcomed Heather Woolwine, Director of Communications, stating she has over 20 years of experience in public relations and communications.

Mr. Orlando provided a follow-up to the neighborhood meetings held in the Jonesville and Muddy Creek areas. He thanked all for their participation and stated the Town received major feedback and he looks forward to reviewing the lessons learned during the meetings.

Mr. Orlando reported the September 16 Town Council Workshop was to discuss land management priorities and suggestions for moving forward. He reviewed dates for

upcoming workshops.

General Reports from Town Council

Ms. Brison thanked the Town Manager and staff for their efforts regarding the community meetings and stated she looks forward to future community meetings.

Mr. Brown noted that September 17 is National Register to Vote Day and encouraged all to register and reach out to a young person to register.

Mayor Perry informed Council Luanna Graves Sellars has been nominated for Best Documentary Film at the Cannes Film Festival for *Colored Troops of the Civil War – Courage, Determination and Survival*.

Mayor Perry stated the Hilton Head Island Jams 2024 week begins Thursday and runs through Sunday and encouraged all to attend and participate.

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

Mayor Perry reported the Board met to discuss setting up committees to address childcare needs, recycling and litter issues.

Report of the Island Recreation Association Board – Alex Brown

Mr. Brown reported that the Island Recreation Association Board will be hosting a community forum on parks and recreation for Hilton Head Island Town Council candidates on October 2 at 6pm.

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

Ms. Becker reported the Community Services and Public Safety Committee met on September 16, 2024. There were two items of business on the agenda for consideration.

The first item was the presentation of Hilton Head Island Fire Rescue's Mid-Year Report which detailed many of the amazing efforts that the organization is accomplishing while out serving the community. This included an incredible video detailing the lifesaving efforts of Zachary Starnes for his father who was suffering cardiac arrest.

The second item was discussion of a Resolution adopting an integrated pest management policy for use within Town owned parks and managed properties. Based

upon the Committee's discussion, the decision was made to move the draft policy forward to the full Town Council with the understanding that staff will review additional revisions requested by members of the public and report on these revisions when the discussion with the Town Council occurs.

Report of the Public Planning Committee – David Ames

Mr. Ames reported the Public Planning Committee met on September 12th and received a presentation regarding a resolution to adopt the 2024 Repetitive Loss Area Analysis as required for the Federal Emergency Management Agency's Community Rating System. The committee moved unanimously to advance consideration of the resolution to full council.

Report of the Finance and Administrative Committee – Alex Brown

Mr. Brown reported The Finance & Administrative Committee met on August 27th. The Committee received a report and discussed the preliminary 2024 year-end financial highlights.

The preliminary financial report provided an overview of how the 2024 year-end is trending compared to the last two years. Initial findings indicate a positive net consolidated financial increase for both fund balances and other financing sources compared to last year

New Business

An Ordinance of the Town of Hilton Head Island, South Carolina Amending Title 12, Chapter 3, of the Municipal Code Entitled: Motor Vehicles and Traffic Control, Parking, to Revise Regulations Related to Paid Parking and Other Matters Related Thereto, and to Provide for Severability and an Effective Date, First Reading – Josh Gruber, Deputy Town Manager

Mr. Gruber explained his presentation would include Items 8a and 8b, but each would be voted on separately as listed on the agenda.

The Town has been exploring the establishment of a paid beach parking program since the adoption of a Beach Parking Master Plan by Town Council on November 4, 2020. Copies of this Master Plan and the corresponding tasks completed by Walker Consultants as a precursor to developing this Plan can be found on the Town's website at the following address: <https://hiltonheadislandsc.gov/parkingstudy/home.cfm>

Following the adoption of the Beach Parking Master Plan, the Town began implementing the Plan's recommendations. This included procuring the services of a professional parking management organization, PCI Municipal Services, who began managing the Town's beach parking in February 2023. Additional recommendations included updating the Town's Code relative to overall parking management, administration, and enforcement. The attached Ordinance has been prepared to accomplish this particular recommendation. This document was initially considered by the Community Services and Public Safety Committee and recommended for consideration by the Town Council on September 18, 2023. However, the decision was made to withhold further consideration of the Ordinance until the corresponding

Resolution setting forth proposed parking rates and other relevant criteria could also be considered contemporaneously with Town Council's consideration of this Ordinance. In the interim, members of the Community Services and Public Safety Committee as well as members of Town Council have requested revisions to better reflect the full complement of policy recommendations arising from the Committee and to revise other verbiage that is not of a substantive nature. As such, this document has been updated to incorporate those proposed revisions and should be considered by the Town Council in its revised state.

A. Core Objectives of Beach Parking Management Ordinance.

- Establish a general policy framework for beach parking that is intended to influence beach parking decisions, promote public safety, parking accessibility, and convenience of beachgoers while promoting the efficient use of parking resources.
- Remove antiquated language and allow for new parking technology solutions. • Define paid beach parking areas but allow for the implementation of paid parking rates within any or all these beach parking areas as established by separate Resolution.
- Develop rules and regulations for administration of the beach parking program and corresponding enforcement measures to ensure compliance.

B. Beach Parking Management Ordinance Structure.

The Beach Parking Management Ordinance has been structured to offer clarity, ensuring that every stakeholder has a comprehensive understanding of its purpose and the expectations therein. A breakdown of the structure for this proposed Ordinance is as follows:

1. Purpose and intent statement. This section articulates the expressed goals and objectives of the ordinance, establishing a rationale behind its formulation.
2. Definitions section. Here, we provide clear interpretations of all terms and terminologies used within the ordinance, ensuring that there is no ambiguity for readers.
3. Designation of paid parking areas. This section identifies the areas where paid parking may be implemented, thus giving clarity on what Town-owned properties may or may not require payment to park.
4. Fees, payment, and enforcement. This section details information on the applicable parking fees, modes and methods of payment, and the mechanisms in place for enforcing the stipulated payment requirements.
5. Exemptions. This section lists the specific cases or individuals who might be exempted from adhering to certain rules or payments under this ordinance.
6. Resident beach pass. This section details the privileges and processes associated with obtaining a beach parking pass for residents of Hilton Head Island.
7. Rules and regulations. This section clearly spells out certain behavior that is prohibited in the paid parking areas (e.g., no parking outside of the hours of

operation).

8. Administrative penalties and fines. This section outlines a graduated penalty schedule for violations of the ordinance.

9. Appeals. This section explains the three-tiered appeals process, first to PCI Municipal Services, then to the Town Attorney, and finally, to a court.

The proposed Beach Parking Management Ordinance, previously reviewed and recommended for adoption by the Community Services and Public Safety Committee, has been updated to reflect the Committee's and Town Council member's input, including the elimination of resident beach parking pass fees and the exemption of Chaplin Beach Park from paid parking during youth recreation seasons. The Town Council is requested to review the provisions outlined in the Beach Parking Management Ordinance and provide policy guidance regarding the adoption of the proposed language contained therein.

Mayor Perry asked for public comment.

Lee Lucier addressed Council stating charging for parking will affect businesses in the Pope Avenue area.

Amy Fee addressed Council stating this is a sensitive and complex issue with many consequences. She stated more information is needed.

Skip Hoagland addressed Council stating overdevelopment and tourism are the problem. He proposed a \$10 tourist fee be charged and paid at check-in or check-out along with staggering days for check-in and check-out.

Ms. Brison moved to approve. Ms. Becker seconded.

Council members held discussion, asked questions and made comments regarding: confirmation the definition of resident has not changed; confirmation resident passes are at no cost; confirmation the ordinance is updated and fees will be adopted by a separate resolution; confirmation certain special events can be exempt from charges; confirmation only seven (7) beach parking areas and a suggestion that the 25 public paid parking spaces at Islanders Beach Parking be identified.

Motion carried 7-0.

Consideration of a Resolution Adopting a Beach Parking Fee Schedule - Josh Gruber, Deputy Town Manager

Cheryl Klippe addressed Council expressing concern the parking fee will encourage people to park in the free parking at available businesses for customers and will adversely affect the businesses.

Lee Lucier addressed Council stating the model used for comparison is flawed, as well as the projected budget.

Amy Fee addressed Council with an inquiry regarding how enforcement is going to work and how the Town will enforce violators in other areas.

Heather Rath addressed Council in opposition to the resolution due to the lack of 2024

data, the need to wait until the Ward 3 Council member is chosen, the need for a detailed report regarding the sales tax impact from Coligny businesses, consultants and costs analysis, and the need for community partnerships in expanding transportation and people moving systems to residential neighborhoods

Mayor Perry stated he supports the following: resident beach parking passes to remain free and limit it to two per household; \$ per hour rate with a maximum of \$15 per day; seasonal beach parking from May 1 until September 7; adopt standardized operational hours from 6am – 10pm; and Chaplin Park will remain exempt from beach parking fees during all youth sports. He explained this program will give the Town an opportunity to create a municipal court which will create enforcement.

Mr. Brown moved Town Council approve a resolution setting forth the following elements for a paid beach parking program:

- 1. Resident beach parking passes will be free and will remain limited to two (2) per household.**
- 2. The Town will charge a rate of \$3.00 per hour at all beach parking facilities with the ability to provide a maximum daily rate option of \$15.00 per day Monday through Friday, and impose a flat rate of \$20.00 per day, per vehicle, on Saturdays and Sundays.**
- 3. The Town will collect beach parking fees seasonally from March 1 until September 7.**
- 4. The operating hours for all Town beach parks will be from 6:00 a.m. to 10:00 p.m. year round.**
- 5. The Town will collect beach parking fees 7:00 a.m. until 5:00 p.m.**
- 6. Chaplin Beach Park will remain exempt from beach parking fees during all youth recreational sports seasons.**
- 7. Beach parking areas within the Pope Avenue Business District will remain free of charge but are subject to be reviewed and revised at a later date.**

Mr. Ames seconded.

After discussion, it was clarified that the resolution can be adopted today with second reading of the ordinance to take place on October 2, as they both have the same effective date of January 1, 2025. Ms. Brison stated she would not support anything until there is a second reading of the ordinance.

Ms. Becker and Ms. Brison voiced their opposition to providing free parking in the Coligny area after purchasing property for parking.

Ms. Brison moved to amend Mr. Brown's motion with Section 1a. \$3 per hour and Section 2a. \$15.00 for all day parking and a flat rate of \$20 on Saturdays and Sundays, not to exclude the Pope Avenue Business District. Ms. Becker seconded. Amendment failed 2-5. (Brown, Ames, Perry, Alfred and Stanford opposed.)

Mr. Alfred suggested a proposal for the Town to partner with the private businesses

and have their lots included as a part of the paid parking program. Customers could receive vouchers to pay for parking when doing business at one of the businesses.

Mr. Ames suggested the Mayor create a task force of business owners and Town representatives and challenge them to come up with a joint resolution by May 1, 2025 or sooner with an implementation date of January 1, 2026.

Ms. Brison noted that if parking is free in the Coligney area it will add to the existing problem of congestion and stated there is a lack of infrastructure for the number of vehicles that would be coming into the area. She cited safety concerns.

Ms. Brison stated that as the Town has been asked to collect more data, she feels it is important to ask businesses for data on problems with their parking

Mr. Brown was asked to repeat his original motion.

Mr. Brown moved Town Council approve a resolution setting forth the following elements for a paid beach parking program:

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- 7. Beach parking areas within the Pope Avenue Business District will remain free of charge but are subject to be reviewed and revised at a later date.**

Mr. Ames seconded.

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

Consideration of a Resolution to Accept the Final Report for the William Hilton Parkway Gateway Corridor Project Independent Study - Shawn Colin, Assistant Town Manager

Shawn Colin provided background regarding the item.

The Town desired to contract with a qualified firm to conduct an Independent Study of the William Hilton Parkway Gateway Corridor project, to have the selected firm review and verify that the assumptions, methodologies, alternatives and preferred design recommendations are technically accurate and serve the best interest of Hilton Head Island. To achieve this the following steps were completed:

February 2023 – Town Council created the William Hilton Parkway Gateway Corridor Independent Review Advisory Committee (Committee) March 2023 - Appointments made on March 21, 2023.

May 2023 – Committee approved draft Request for Qualifications and Scope of Work for Independent Study and forwarded to Town Council for consideration .

June 2023 - Town Council approved final Request for Qualifications and Scope of Work for Independent Study.

August to October 2023 – Consultant, The Lochmueller Group, Inc. procured to conduct Independent Study.

Oct 2023 to June 2024 – The Lochmueller Group and Town staff consultant conducted 10 public meetings with the Committee as they worked through the agreed upon scope of contracted work. Findings for the Gateway Corridor, from Moss Creek to Gum Tree Road were presented to the committee on June 12, 2024 and Town Council on Jun 17, 2024.

August 2024 – The final draft report, which includes downstream impacts from the Gateway Corridor Project to Whooping Crane Way/Indigo Run Drive on the William Hilton Parkway Business Route, and to Sea Pines Circle on the Cross-island Parkway Route, was presented to the Advisory Committee on August 14, 2024. The committee voted 2-2 to accept the final draft report, with one member of the committee absent.

September 2024 – Town Council to consider a Resolution to accept the final report presented to Town Council. The presentation of the downstream impacts and recommendations for consideration from final report completes the Scope of Work deliverables for this project.

Mayor Perry asked for public comment.

Christopher Cliffe addressed Council stating he does not support the SCDOT proposed solution and voiced his opposition to the municipal consent granted by Council. He stated he doesn't agree with the final report because it is full of flaws and the underlying principles used are subject to ridicule.

Diederik Advocaat addressed Council stating critical elements have been muffled and he presented some of the issues he felt were important to note. He suggested having the consultant come back and do the modeling on the traffic simulations with a top down model so effects on various parts of the Island can be seen.

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

Ms. Becker stated she will not be accepting the report for the statements made today and her experience over the last many years of watching this led her to the conclusion the report is flawed and the decisions were incorrect.

Ms. Brison stated she did not believe the Lochmueller Group completed the task notwithstanding the analysis of 100%, particularly with regard to the Stoney neighborhood. She noted there was a task included for there to be a community

meeting which was not held. She stated she would not be voting in favor of accepting the report.

Mr. Brown encouraged Council in moving forward not to limit themselves to this area but put time and energy into the Sea Pines Circle area and make it a priority.

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

Consideration of a Resolution to Dissolve the William Hilton Parkway Gateway Corridor Independent Review Advisory Committee - Shawn Colin, Assistant Town Manager

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

Mayor Perry asked for public comment.

Christopher Cliffe addressed Council stating his support that the Committee should be dissolved as the logic and presentations were very difficult to follow.

Ms. Brison stated she would be voting against the dissolution of the Committee as the work has not been completed and the Town does not have a response from Beaufort County with regard to the Memorandum of Understanding.

Motion carried 6-1 (Brison opposed).

Public Comment - Non Agenda Items

Skip Hoagland addressed Council stating the need for a new DMO (Designated Marketing Organization) stating the need for compliance with the law.

Lynn Greeley addressed Council stating the Town cannot have the Hilton head Island Bluffton Chamber of Commerce as their DMO.

Executive Session

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)(1)) related to:

1. Bay Pines Road Area FEMA Grant Agreement
2. Audubon Pond Road Area FEMA Grant Agreement
3. Beach City Road Area
4. Easement Request in the Marshland Road Area
5. Easement Requests by the South Island Public Service District
 - a. Pope Avenue
 - b. William Hilton Parkway
 - c. Wexford Drive
6. Hilton Head Island Land Trust Easements
 - a. William Hilton Parkway Area
 - b. Mathews Drive
 - c. Wild Horse Road Area
 - d. Leg O'Mutton Road Area
 - e. Gardner Drive Area

At 5:30 p.m. Mr. Ames moved to enter into Executive Session for the purposes stated by the Town Manager listed above. Mr. Alfred seconded. Motion carried 7-0.

At 6:29 p.m. Mr. Ames moved to end Executive Session and return to the meeting. Ms. Brison seconded. Motion carried 6-0.

Action from Executive Session

Mr. Ames moved that the Town Council authorize the Mayor and Town Manager be authorized to execute and deliver the proposed contract by and between the Town of Hilton Head Island, South Carolina, and Edith W. Moultrie, for the purchase and sale of 1.89 acres, more or less, on Beach City Road, and to take such other and further actions as may be necessary to complete the transaction described in the agreement. Mr. Alfred seconded. Motion carried 7-0.

Adjournment

The meeting adjourned at 6:33 p.m.

Approved: October 15, 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