

HILTON HEAD NO.1 PUBLIC SERVICE DISTRICT
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MINUTES
STRATEGIC PLANNING SESSION
NOVEMBER 18, 2014

I. Meeting called to order by the Committee Chairperson, Mr. Bob Manne, at 11:00 a.m.

II. Those in attendance were:

Mr. Bob Manne	Chairperson
Mr. Bob Gentzler	Vice-Chairperson
Mr. Gary Kratz	Treasurer
Mr. John Geisler	Secretary
Mr. Frank Drehwing	Commissioner
Mr. David McCoy	Commissioner
Mr. Herbert Ford	Commissioner
Mr. Bill Dugle	Broad Creek PSD Commissioner
Ms. Lauren Sturre	Broad Creek PSD Interim GM
Mr. David Lott	BJWSA Chairperson
Mr. Ed Saxon	BJWSA GM
Ms. Kelly Ferda	South Island PSD GM
Mr. Steve Riley	Town of Hilton Head Town Manager

Present by request:

Mr. Richard Cyr	General Manager
Mr. Pete Nardi	Assistant General Manager
Mr. Larry Sapp	Chief Financial Officer
Ms. Connie Whitehead	Commission Recording Secretary

Visitors:

Ms. Rochelle Williams
Mr. Alex Brown
Mr. Mel Campbell
Mr. Emory Campbell
Mr. Tom Barnwell
Ms. Barbara Chaplin

III. Town Project Update

Key Discussion Points

- Town Manager Steve Riley gave a brief update on revisions to the Town's Land Management Ordinance

IV. PSD Planning Cycle

Key Discussion Points

- Mr. Manne introduced the PSD visitors and Mr. Gentzler explained the PSD's Planning Cycle.
- The cycle begins in November when the PSD Commission holds its annual Strategic Planning Workshop to determine strategic goals for the coming fiscal year. The cycle continues as PSD staff uses the Strategic Plan's directives to develop a Staff Work Plan for the next fiscal year. Each fiscal year concludes in June, at which time the commission evaluates the General Manager's performance over the just-completed fiscal year. Quarterly Management and Financial reports provide progress updates.

V. SWOT Analysis

Key Discussion Points

- Mr. Nardi facilitated the discussion on the PSD's strengths, weaknesses, opportunities and threats.
- Through group discussion and public comment, several new items were added to the list, including "engaged/active commission-led structure" as a strength, and "lack of awareness of sewer opportunities/funding assistance" as a weakness.
- Ms. Rochelle Williams voiced her frustration over the water quality and lack of sewer at her home at Sam Frazier Retreat. She said the water is too hard, which results in rings around her pots, and that her small child becomes ill when drinking it. She also said that, regardless of cost, sewer needs to be expanded since septic systems in the area are hazardous to the health of residents. Mr. Cyr stated that the hard water is the product of the wells in the area that are being lost to saltwater intrusion and that the use of RO water is being expanded. He added that Sam Frazier Retreat will be included in the next major sewer project. Staff will follow up on Ms. William's water quality concerns.
- Mr. Alex Brown agreed with Ms. William's concerns regarding sewer expansion. He added that the popular perception is that the native island community is a low priority to the Town and the PSD in terms of sewer expansion.
- Mr. Mel Campbell agreed that sewer expansion to the native island community appears to be a low priority. He added that even when sewer becomes available to low to moderate income residents, the cost of connection is prohibitively high. Sewer needs to be accessible and affordable.
- Mr. Emory Campbell commended Tom Barnwell on his many years of work to bring awareness to the sewer issues in this area. He said that sewer expansion is being driven by monetary gain instead of public health.
- Mr. Barnwell feels sewer connection is prohibitively expensive for low to moderate income residents. On the other hand, there are residents ready and willing to connect to sewer who

cannot due to engineering and technical issues that must be resolved. He stated that there needs to be clarification on which areas each public official represents. Residents often don't know who their representatives are until election campaigns begin.

- Due to time constraints, the Strategic Goals and Directives review was postponed until December.
- Staff will update the SWOT document and forward it to the Planning and Operations Committee.

VI. Takeaways

Key Discussion Points

- Mr. Manne listed several discussion takeaways:
 - SWOT group discussion resulted in changes to every category
 - Public comment raised awareness to new opportunities:
 - Perception is that native island sewer expansion is a low priority
 - The cost of expanding sewer is prohibitively high to many residents
 - Technical issues impede sewer connection
 - Residents are not familiar with their area representatives
 - Island-wide response:
 - Communication: There are several unknowns in regards to reception and protocol
 - Vulnerability assessments need to be more sensitive
 - Need to effectively communicate to the public the value of water

VII. Adjournment

Action

- The meeting adjourned at 1:40 p.m.