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Gate Entry Committee Meeting
Thursday, August 11, 2016
Main CSA Conference Room
11:00 a.m.

The August meeting of the Gate Entry Committee was called to order at 11:00 a.m. In the main conference room of the CSA Building. Chairman Cary Corbitt presided.

1. Roll Call

Present

Commercial: Cary Corbitt Bob Gossett Don Sigmon

Residential: Bill Johnson Michael Tucker

Absent: Mark King Steve Birdwell Charlie Miner
Toby McSwain

Staff: Bret Martin Beau Barnett David Henderson
Amanda Sutcliffe-Jones Victoria Shanahan Sarah Squires
Jeanne Pearse Eileen Ganley Louis Maietta

2. Approval of the May 19, 2016 Meeting Minutes

The Committee reviewed the minutes of the May 19, 2016 meeting. Mr. Johnson made the following motion, seconded by Mr. Gossett and was unanimously passed.

"RESOLVED, the Gate Entry Committee approves the minutes of the May 19, 2016 meeting as submitted."

3. Additional Gate Entry Committee Member

Bob Mang has resigned from the Gate Entry Committee, due to accepting new positions at the Florida State University Foundation. The committee discussed adding another residential member to their committee that does not have an affiliation with any other committee.

4. Gate Revenue & Decal YTD

The Daily Gate Pass and Decal Revenue Report was distributed to the committee to view. The report compared 2015 and 2016 revenue totals, during January 1 - July 31. The Daily Gate Pass and Decal Revenue increased in 2016 by an amount of \$74,716. The \$6 Daily Gate Pass Revenue alone increased by \$66,370 in 2016.

5. 2016 Trolley Operation Update, Schedule and Routes

2016 Trolley Usage Report

The Trolley Ridership Report was distributed to the committee to review. The report reflected that the number of trolley riders for 2016 has increased by approximately 23,000 in comparison to 2015.

An additional trolley route was added this summer (2016) to only run between Harbour Town and The Shoppes at Sea Pines during the evening hours. This route has been named and is reflected on the COMMUNITY SERVICES ASSOCIATES INC., 175 GREENWOOD DRIVE, HILTON HEAD ISLAND, SC 29928

CSA's mission is: "To protect, maintain and enhance the resources of Sea Pines Plantation for the benefit of the Sea Pines Community".

trolley usage report as the White Trolley Route and its purpose is to assist with the increased number of visitors travelling to events in Harbour Town e.g. when Gregg Russell performs.

The committee discussed researching the cost per trolley rider, which will be investigated further by the CSA staff members and reported back to the committee.

The committee also discussed the number of passengers in each vehicle that purchased a daily gate pass. Mrs. Sutcliffe-Jones said this was one of the questions asked on the survey and she will pull the statistics and report them back to the committee.

6. Update on Utility Easement Parking Lot Repairs

Lot 1 will be completed next year with hydro-seeding. The hydro seeding has been completed in lot 2 only and the entrances to 3, 4, and 8.

7. Marketing Sub-Committee

Mr. Corbitt said the brochures handed out to visitors who purchase a daily gate pass are running out and more are needed to last until the end of 2016. Mr. Corbitt suggested using the marketing funds out of the 20% of the \$1 increase in the Daily Gate Pass sales to cover the printing costs. Ms. Shanahan said that approximately \$164,000 was available in this fund, and to date, only funds for the Heritage Foundation Sponsorship has been expended out of this account. An estimated cost of \$18,500 has been received to print up to 100,000 brochures that should last through January or February of 2017. The Finance Committee and CSA Board will need to approve the expenditure of funds. Mr. Corbitt made the following motion, seconded by Mr. Gossett and was unanimously passed:

“Resolved, the Gate Entry Committee recommends the Finance Committee approve the expenditure of up to \$18,500 to cover the cost of printing 100,000 Daily Gate Pass brochures. The funds are to come out of the 20% marketing funds of the \$1 gate fee increase.”

8. Automated Pass System (ABDI)

Mr. McSwain has been researching an automated, paperless guest pass system specifically designed for gated communities. The company uses an APP based system that can be downloaded to a phone. Mr. McSwain is currently engaged at an onsite visit viewing the operations of 6 different properties that use a company called ABDI, and will report his findings to the committee.

The committee discussed the APP system to enter Sea Pines and questioned if a person using this system would have to stop at the gate and show officer the pass on their phone. If this procedure was correct, it was the consensus that it may create more congestion at the gates. These details are to be discussed more fully with Mr. McSwain upon his return.

9. Update on Greenwood Gate Signage / Traffic Counts

CSA staff is working with USCB to conduct a survey to help us identify what issues, if any, we may have at the gate entrances.

The survey is being conducted by officers at the Greenwood Gate who are distributing survey cards to daily visitors using the incorrect lane. The card encourages the visitor to complete a survey providing feedback on how to improve the signage and ensure the correct lane is used prior to arriving at the

gate. Currently, 230 responses have been received (4% response rate). This survey should be completed in 3 weeks.

The committee discussed displaying signs on Palmetto Bay Road to prepare Sea Pines visitors in advance of approaching the gate to use the correct lane. The Town of Hilton Head had been contacted regarding the placement of signs on Palmetto Bay Road and permission was granted if the signage project was funded by CSA.

10. Update on UBER Contract

A temporary contract is currently in place for UBER until the end of the year (2016). Uber is charged \$2 each time a vehicle enters Sea Pines. The Daily Gate Pass and Decal Revenue Report shows UBER vehicles have entered Sea Pines 7,239 times in the past 3 months and have generated an amount of \$14,478 in revenue at the Sea Pines Gate. It is in our favor to renew the UBER contract for 2017. Mr. Martin confirmed there are approximately 120 – 130 UBER drivers that work on Hilton Head Island.

11. Comments

- a. **Suggestion to Create a Sub-committee** - Mr. Corbitt relayed information sent by email from Mr. Miner asking the committee to discuss 2 points in his absence:

"I am unable to attend the gate committee meeting but would like to have the committee address two important issues. I would suggest a subcommittee for both with a report due back to the gate committee this year.

1. There is significant pressure to increase the gate fee. We are facing a difficult issue of adequate future funding for CSA. The gate fee must be considered along with its impact on revenue, visitor volume and commercial impact. I propose we appoint a team to evaluate this.

2. We also have pressure to allow outside bike riders to enter Sea Pines. This has been rejected for safety reasons, but no objective analysis has been done. I think we are swimming upstream on this one. We should do an objective analysis of the cost, revenue, method and overall approach to this increasingly popular form of transportation.

Please enter these issues as new business

Charlie Miner"

The committee agreed to create a sub-committee to address both subjects i.e. gate fee and bike riders entering Sea Pines. The committee suggested that the sub-committee members should represent all the entities affected, including those having veto power over gate access:

Bob Gossett, Mark King, a representative from The Resort and Michael Tucker and Bill Johnson representing the residential property owners. The sub-committee's chairman will be selected at the first meeting conducted.

Mr. Corbitt shared his viewpoint with the committee that gate fees should not be the sole funding mechanism for the community, that a Real Estate Transfer Fee and Property Owner Annual Assessments should also be considered.

The committee discussed the cost of the Daily Gate Pass fee only being \$1 before increasing to \$3 and the purpose of the introduction of a gate entry fee. Staff will research the history of the gate fees charged and its original purpose and report back to the committee. Don Sigmon stated, from his

historical knowledge, there was not a gate originally. But, the first gate was installed and used only at night to protect the deer from hunters spotlighting them, shooting them, and taking them out by the truck load. Then, several years later with new residents moving in, building homes and requesting more security, which was unnecessary at the time, Charles Fraser allowed the swing gate to be used during the day in addition to the nightly gate closures. Staff will research additional historical information regarding the gate and the fees charged and the purpose of the fees.

The committee discussed asking the Safety and Security Committee to reconsider their recommendation not allowing bicyclists to ride into Sea Pines. It was suggested that charging a fee for bike access would generate more revenue and accommodate the new trend of cycling instead of using a vehicle. Mr. Tucker, Chairman of the Safety and Security Committee, confirmed that committee had researched this issue and recommended not permitting bicyclists from outside of Sea Pines through the gates, but a formal study had not been performed. The committee had based their findings on safety of operations and needed improvements at the gate entrances to collect an entrance fee from bicyclists and needed improvements for the leisure trails to accommodate more cyclists before opening Sea Pines trails to those bicyclists from outside the gates.

The Gate Entry Committee then discussed the cost and possibility of holding a study, however, due to budget constraints at this time it may not be feasible.

- b. **Sea Pines Gate Entry Policy Revisions** – Mr. Martin said the Sea Pines Gate Entry Policy was being reviewed by security personnel to make it more of a user-friendly document by eliminating the procedural steps, which are actually standard operating procedures used by staff rather than property owners.

12. Adjournment

With no further business to conduct, the meeting adjourned at 11:52 p.m. The next meeting is scheduled for Thursday, October 13, 2016, at 11:00 a.m. and will be held in the main conference room at the CSA Building.

Respectfully submitted,



Cary Corbitt
Chairman