



William (Bill) Johnson

Candidate by Nomination

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Candidate Information:

My wife, Susan, and I have been Sea Pines property owners for over 18 years. Most of my professional career was spent in Kansas City and an owner / operator of radio stations which taught me the need to understand the public's interests and concerns.

This experience also made me a more strategically minded successful entrepreneur, understanding how to facilitate delivering effective and targeted results; bringing diverse entities to consensus without compromising the overall objectives.

Why I Wish to Serve the Sea Pines Community:

I was fortunate to have been elected to both the CSA and ASPPPO Boards of Directors in 2017 (terms began in 2018). The first three years have immersed me into the many challenges we face as a community. My experience on the Boards along with my involvement on the many committees and task forces has given me many opportunities to participate in think tanks to determine solutions to the challenges we are encountering.

Sea Pines Experience:

- ASPPPO Co chair Short Term Rental Committee
- CSA Chair Safety and Security Committee
- CSA Gate Entry Committee
- CSA Long Rand Strategic Planning Committee
- Schooner Court #30 Board of Directors / President
- Chair Greenwood Circle Task Force

I look forward to continuing to work with the many talented people on these Boards as we lead our community through the many issues we're facing during the next couple of years.

QUESTIONS FROM THE COMMUNITY

1. Where would you like to see Sea Pines in 5-10 years, and what do you propose we do to accomplish that?

First and foremost, Sea Pines must be on solid financial footing in the next 5 years as our infrastructure continues to be in dire need of replacement and repair. In addition, the community must come together and eliminate vitriolic infighting, respecting each other's opinions. Social media is being used as a negative platform based on unfounded rumors rather than a place to come together and share constructive commentary.

2. What are your thoughts about the growing rate of daily tourist activity within Sea Pines? What steps would you recommend to take to restore the tranquility of life in Sea Pines?

Our economy depends on tourism - We live on a highly regarded destination island, attracting tourists who inject a tremendous amount of money into our economy . This affords us the opportunity to live in Sea Pines with a very affordable tax rate. The three locations most impacted by tourists are: Harbour Town, the Beach Club and South Beach. More emphasis must be placed on minimizing vehicular traffic to these areas by creating better parking alternatives and transporting our visitors via the Trolley routes serving these locations.

3. Greenwood Entrance: Please describe in some detail your vision for improvements to the Greenwood Drive entrance traffic flow and gate pass sales. In particular, please address the future use of the commercial property commonly referred to as the Gallery of Shops, that CSA purchased a couple of years ago between the current welcome center and Staples.

The Greenwood gate needs to be reconfigured to allow smoother ingress / egress into Sea Pines. There are currently plans being finalized to improve traffic flow utilizing technological / mobile apps. The Gallery of Shops building was purchased on the premise of having a brick and mortar facility to welcome visitors and sell passes. However, with new hi-tech software programs available, I'm not certain the footprint is necessary to serve that purpose. I believe we should consider selling the asset if proven it will not meet the initial objectives. I would like to see the building razed and the property turned into "green space" - however, we need to retain our redevelopment rights with the Town of Hilton Head.

4. Tower Beach Gate. What do you think needs to be done about the non-functioning automatic gate that was installed at Towers Beach a few years ago?

The gate was designed to function thru an RFD chip in our Sea Pines window sticker. The system has never functioned properly. The proposed new software will incorporate access through the gate at Tower Beach.

QUESTIONS FROM THE COMMUNITY

5. The Sea Pines Resort Beach Club: Please describe your recommendation for better parking at The Sea Pines Resort Beach Club during busy times. Specifically, what would you do to address the concerns of rental property owners and their guests?

Beach Club parking has been a hot topic for quite some time. There simply is no easy solution. A dedicated beach trolley route was instituted two years ago between the Beach Club and lot #8 to transport rental property guests to the beach. Although not perfect, it relieved a lot of the parking pressure. Identifying alternate drop off sites for beach access is currently being explored.

6. Special Tax District:

- a. Do you support the special tax district that the CSA Board is recommending? Answer yes or no, and explain your position.**
- b. If against the STD, specifically how would you raise funds?**
- c. Do you think CSA's existing funding is adequate?**

CSA's existing funding is woefully inadequate. We have the second lowest fees on the Island. The demands on our infrastructure continue to mount and there simply is not enough revenue coming in to meet them. The referendum proposed last year narrowly missed passing - and I suspect there are many who voted "NO" who would change their vote if given a second chance. We are now at a crossroads where we must have more money coming in to meet our BASIC needs.

However, going directly to a Special Tax District would disenfranchise 70% of our residential property owners - you couldn't vote on this without being registered as a Beaufort County resident. This is a last resort option for me.

I would like to reach out to Sea Pines residential property owners ONE MORE TIME with a basic referendum to finance drainage and road repair and replacement.

This referendum would propose:

- Flat fee of approximately \$500 annually
- Fee sunsets after six - eight years.
- All funds must be dedicated to critical infrastructure repair and replacement.

Let's give the community one more chance to come together and solve this problem. However, if this doesn't get approved (75% + 1) there is no other option open to us than to attempt to get a Special Tax District passed.

QUESTIONS FROM THE COMMUNITY

7. Beyond the revenue challenges, what else do you see that the community should also consider accomplishing?

Our Eco system is fragile - we need to respond to changing climate patterns and their resulting challenges. . . rising seas . . . more frequent and intense hurricanes. We must be proactive in preparing for the demands that Mother Nature will be throwing at us.

8. What are your feelings about the growing amount of rental properties in Sea Pines?

There are currently in excess of 2,200 rental properties in Sea Pines. This represents more than 1/3 of all properties. The # continues to grow - consequently, the makeup of our community is changing. The growing number of rental properties puts more strain on our pedestrian / bicycle paths, roads, sewers and overall tranquility of our community. Many of our rental properties in Sea Pines are old / dated and in need of updating. I would implore non-resident property owners to invest in their rental property and create a rental community that will attract rental guests that will respect Sea Pines.