

Soundings

September 17, 2009

Song Leader.....Barbara Clark
Pledge of Allegiance.....Denis Bonnett
Invocation.....Mary Noonan

♪ OVER THERE ♪

Over there, over there!
Send the word, send the word, over there!
That the Yanks are coming,
The Yanks are coming,
The drums rum-tumming ev'rywhere!
So prepare, say a prayer,
Send the word, send the word to beware!
We'll be over, we're coming over,
And we won't come back 'til it's over
Over There!

TODAY'S PROGRAM
BRIG. GENERAL THOMAS VANDAL
DEPUTY COMMANDING GENERAL
3RD INFANTRY DIVISION

Upcoming Programs

September 24.....Darlene Schuetz
Hospice Care of the Lowcountry:It's About How You Live
October 1.....Mary Briggs & Mary Noonan
Enabling the Disabled
October 8.....Cast of "Cabaret"
Arts Center of Coastal Carolina

NEW ROSTERS ARE HERE

This is the last week we'll have the new Rosters readily available at the meeting. Pick up your copy today, or please e-mail or call Linda in the Rotary office and let her know the next time you'll be at a meeting. She'll bring a copy for you. Remember it includes not only member data, but new by-laws and Constitution, so everything except the separator page is replaced this year.

Family of Rotary

Birthdays

Peggy Arrington.....September 21
John Howe.....September 21
Michael Putich.....September 22

Anniversaries

Scott and Lonna Sodemann.....September 18
Denis and Gail Bonnett.....September 19
Bob and Jan Hilton.....September 22
Vic and Tonya Neeley.....September 23

Club Anniversaries

Bruce Siebold.....Sept. 21.....3 Years

Upcoming Events

September 21.....Board Meeting
October 3.....Heel to Toe for Polio
 Area Clubs’ Polio Fund Raiser Walk
November 6.....A Night at the Races
 Fall Fund Raiser and night of great fun

HEEL TO TOE FOR POLIO

There is still time for you to join fellow Rotarians, local Polio Survivors and Community members in our walk on the beach October 3rd. Just contact any one of our Team Captains to sign up. This is a great opportunity to see the beautiful new Coligny Beach Park being dedicated just before our event, AND help Rotary eradicate Polio world wide. Also, for just \$100, you or business can be prominently recognized on a trail marker by all the participants. Please contact Mike Jukofsky or Ward Kirby for this opportunity.

**CAN HILTON HEAD ISLAND
REALLY STAY THE SAME?**

“Hilton Head is an aging island...and then there’s all that traffic.”

It is rumored that the above comment allegedly came from the Director of Sales for Hilton Head Lakes – the eponymous, off-island development that is counting on the great reputation of the Hilton Head name to draw people to their new community. Go figure! But does any of this comment ring true? Last week the Hilton Head Town Manager, our own Steve Riley, and developer David Ames joined us to present a view of the Town’s future and to present some of the many challenges our community faces.



The Future of our Island: Status Quo or a New Vision? was the question of the hour. If we remain status quo the world will pass us by. Nothing or no one can stay the same – you move forward into the future or you stagnate, decay, and fall backward. As Hilton Head looks to the future, it is clear that our Island *does* face problems of aging infrastructure, declining property values, and loss of overall “cache”, according to Steve. In recent years a map has been developed showing the age of structures in the hopes of determining a strategy. He shared some startling facts that the office buildings on the South End used to command the highest rents in Beaufort County. Today, rent for the same office space – now aging and unkempt - is one of the lowest

in the County.

Steve recalled several of the battles that the town has fought over the years with people wanting to maintain the “Status Quo”, including building the Cross Island Parkway and our great Arts Center. Can we even imagine life on Hilton Head today without them and the value they add? Too few people today understand the core values and the vision that people like Charles Fraser brought to Hilton Head. One thing is clear, however, no matter what needs to be done to preserve and protect the physical aspects of the Town’s stability, both Steve and David agree that a “refocusing on Core Values” will be key to winning the future.

So Steve asked, “What will make our island outstanding? How do we move forward?” Core values will be recognized by how we build, by how we grow as individuals, and by how we treat each other. We need to nurture the place so we retain our civic pride in where we live and work. He quoted Lee Cockrel, formerly with Disney, who said, “Make people your brand”.

David Ames continued the discussion with a warning about seeking to maintain the *status quo*. “The question that we must ask ourselves is what will make Hilton Head Island a good investment in 20 years?” Without investment, the place we knew and what made us all come here, will no longer exist and the value of our past investment will disappear. David wasn’t talking about massive growth, but rather the kind of investment that helps keep the “cache” that makes us so unique.

David referenced a Comprehensive Plan that was drawn up several years ago for the Town; parts of it have already been enacted (like the beautiful new Coligny park and the paths along Pope Avenue), and parts are already obsolete. We need to update that plan and we need leadership to advocate for, create, and drive the process to do that. He urged Rotary members to lead the way by bringing their talents and visions to the table to help continue the efforts to keep Hilton Head at the top of the resort industry.

Of course, a primary concern is new sources of revenue. Land on the island, that for so long supported growth and development, is truly finite and must be managed the right way to provide needed income and support for the town that watches over it. Off-island population growth and on-island limitations must be anticipated. Our vision for the future must be sure to preserve our image of casual understatement and beauty, while keeping up with the trends that will draw the people to the Island who will care for it long after we’re gone. *-Amanda O’Nan & Matt Richardson*

Goal Corner

Member Goal...6/30/2010.....151

Current Active Members.....148

AR&R 2010 Goal\$250,000

Current total.....56.2%.....\$140,432