Town of Hilton Head Island
Arts and Cultural Strategic Planning
Committee Meeting
October 12, 2015 at 3:00 p.m.
CONFERENCE ROOM 3
AGENDA

As a Courtesy to Others Please Turn Off/Silence All Mobile Devices During the Town Meeting

1) Call to Order

2) FOIA Compliance
Public notification of this meeting has been published, posted, and mailed in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.

3) Approval of the Agenda

4) Approval of Minutes –

A. Approval of October 5, 2015 Regular Meeting

5) Unfinished Business

None

6) New Business

A. Add new recommendations to October 5 list
B. Prioritize recommendations
C. Discuss and determine details of key recommendations
D. Determine what additional data is needed to support recommendations
E. Discuss final presentation

7) Adjournment

Please note that a quorum of Town Council may result if a majority of their members attend this meeting.

TOWN OF HILTON HEAD ISLAND DRAFT
Arts and Cultural Strategic Planning Committee Meeting Minutes
October 5, 2015
3:00p.m. – Conference Room # 3

Committee Members Present: Chairman Jane Joseph, Jim Collett, Meg Eberly, Hannah Horne, Bob Lee, Lisa Snider and Ben Wolfe

Committee Members Absent: Vice Chairman Maryann Bastnagel and Janice Gray

Town Council Present: Mayor Pro Tem Bill Harkins

Town Staff Present: Jill Foster, Deputy Director, Community Development
Kathleen Carlin, Administrative Assistant

1. Call to Order

Chairman Joseph called the meeting to order and welcomed everyone in attendance.

2. FOIA Compliance

Public notification of this meeting has been published and posted in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.

3. Approval of the Agenda

The committee **approved** the agenda as submitted by general consent.

4. Approve of the Minutes

The Committee **approved** the minutes of the September 21, 2015 meeting as presented by general consent. The Committee also **approved** the minutes of the September 28, 2015 meeting as submitted by general consent.

5. Unfinished Business

<u>Continue presentations by the committee teams summarizing the findings for the constituency that they interviewed and researched.</u>

Chairman Joseph requested that Hannah Horne make her presentation regarding the mission of the Chamber of Commerce. Ms. Horne presented statements regarding the role of the Chamber on Hilton Head Island. Ms. Horne discussed what the Chamber can do and what they cannot do. Ms. Horne also presented statements regarding the Chamber's Marketing Counsel. Following Ms. Horne's presentation, Chairman Joseph requested that Ms. Meg Eberly make her presentation.

Ms. Eberly presented statements regarding the Not for Profit surveys. Statistics for impact assessment were included in the presentation.

Lisa Snider presented comments regarding Beaufort County's data for Economic Impact as related to Hilton Head Island.

Chairman Joseph presented comments regarding the importance of communicating with the residents of the island.

6. New Business

Discussion: Common Themes List & Committee Recommendations

Chairman Joseph requested that the committee members contribute their individual thoughts and ideas with the goal of compiling a draft 'common themes list'. This list will develop into the committee's recommendations to Town Council. The committee compiled the following draft list:

1. Start the process for South Carolina Cultural District like Rock Hill, Lancaster and Spartanburg (Bluffton and Beaufort have applications in progress.)
2. Enhance or create calendar(s) geared toward locals on the island.
3. Town to dedicate part of budget to Arts & Cultural granting (other than ATAX; e.g. funding from line item outside of ATAX)
4. The Town should create a community vision which includes arts, culture and history.
5. Create Arts enclave - grouping art galleries with a Gullah information center right in the center.
6. Percentage of current revenue streams in Town operations to be dedicated to Arts & Culture. Can we use meter parking to fund arts? Business license fees?
7. Town look at: new hospitality tax specifically earmarked toward Arts and Culture, sales tax, property transfer fees geared to Arts & Culture.
8. Do a "Day for the Arts" to support/fund Town's activities in Arts and Culture.
9. Teachers cannot afford venues. Can the Town assist financially or can the Town provide space to students for shows (performing arts and visual arts.)
10. Town takes the lead addressing the venue issue using pristine borrowing capacity (private/public collaboration.)
11. Look at ordinances and regulations that restrict or fail to enhance Art & Cultural organizations or events the ability to showcase what they have (i.e. flags, signs, letters on signs, timing to get permits, and installation and licensing fees.)
12. Make Arts a significant part of the brand of Hilton Head Island.
13. Town to give clear expectations to the Chamber of Commerce and VCB of their role with respect to promoting the arts.
14. Figure out operating and maintenance expense on whatever is created (for a venue.)
15. OCA (to be defined at the next committee meeting)
16. Multiple trails/maps for bikes, segways, pedestrians, etc. - Art with galleries and public art, cultural/ historical – i.e. Dillon Rd, Beach City Rd area. This would need signage (capital project for the Town) on an app (vs. paper maps.)
17. Raise awareness of the average island resident with regard to what is going on in the Arts, Cultural and Historic arena, and why it is important to the economics of the island (marketing the importance of the Arts for the island's future to island residents.)
18. Town Council and staff to create an annual roundtable day- invite island Arts, Cultural and History organizations to discuss where the arts are and how things are going. Call it "State of the Arts".
19. Town Council members should attend Arts and Cultural events/roundtables for visible support and personal knowledge.

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20. Make Town Council's support permanent so that changes in administration cannot undo Arts and Cultural funding.
21. Can we bring in a continuing education piece? Like the World Affairs Council for Arts and Culture?
22. Sell Hilton Head Island as an artist's destination instead of just an art destination – inspiring place, genre associations, and collaboration opportunities.
23. Market art by genre: Music? We have jazz, choral society, etc. Visual? We have Art League, Palmetto Quilt Guild, etc.
24. Join the Pew Charitable Trust's Cultural Data Project or create our own database of data to continue to gather data and demonstrate return on investment; trends about improvement of economic impact.
25. Work with the Island Packet to feature art and culture on a larger scale - experience insert could be used. Grow Arts & Cultural visibility while they grow IP's circulation.
26. Involve/promote Art and Culture into every existing and new Town festival.
27. What can we do within the Chamber's current mission to promote Arts and Culture to everyone (resident vs. visitor, potential retirees, etc.)
28. Grants - money is available from a number of places - the Town should look into them.
29. Office of Cultural Affairs to support art and technology- differentiate ourselves with festivals or something like that; work to attract millennials.
30. Office of Cultural Affairs to support art and health movement. Potential partnering with a major hospital or clinic for a possible study; collaborative grant (i.e. PTSD – military bases; geriatrics). Use to differentiate ourselves.
31. Calendar function to include last minute/ day of things to do (i.e. on a rainy day); is there an email blast that can be sent out?
32. Training and assisting smaller arts groups in how to market themselves.
33. Promote a business resource list for Arts & Cultural organizations.
34. Town should lead the charge of residents getting behind and supporting the Arts.
35. Billboards

Chairman Joseph thanked the committee for their assistance in creating the draft common themes list. This is an excellent start – the committee will continue to work on the list at their next meeting. The next committee meeting will be held on October 12, 2015 at 3:00p.m.

7. Public Comment

Ms. Kathleen Bateson presented general comments regarding the draft common themes list.

8. Adjournment

The meeting was adjourned at 4:40 p.m.by general consent.

Submitted By:	Approved By:
_____	_____
Kathleen Carlin Secretary	Jane Joseph Chairman

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