



Town of Hilton Head Island
Arts and Cultural Strategic Planning
Committee Meeting
October 19, 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 12, 2015 Regular Meeting
- 5) Unfinished Business**
 - A. Add new recommendations to October 12 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
- 6) New Business**
None
- 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 12, 2015
3:00p.m. – Conference Room # 3

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

Committee Members Absent: Vice Chairman Maryann Bastnagel, Meg Eberly, and Janice Gray

Town Council Present: None

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 October 5, 2015 meeting as presented by general consent.

5. Unfinished Business

None

6. New Business

Prior to beginning today's New Business, Chairman Joseph stated that she has spoken with Councilman Likins regarding next steps for the committee's upcoming presentation to Town Council.

Chairman Joseph stated that Town Council will hold their annual Workshop on Thursday, Friday, and Saturday, November 5th, 6th, and 7th. Because the committee's presentation and recommendations is considered a high priority item, Town Council is looking forward to an in-depth presentation and thorough discussion. The committee will have about 20 minutes to make their (Power Point) presentation to Town Council. This will be followed by an in-depth discussion by Town Council.

The agenda for the Workshop is still being worked out and Chairman Joseph will notify the committee of the anticipated date and time for the committee's presentation. Chairman Joseph encouraged as many committee members to attend the presentation as possible in

case Town Council has questions or needs additional information. The Workshop will be held in Beaufort and additional details are forthcoming.

Following this discussion, Chairman Joseph directed the committee's attention to numerous large charts displayed along the conference room wall. The charts contain 32 ideas that were generated by the committee at the October 5, 2015 meeting. The committee carefully reviewed the list of themes and presented suggestions on ways to group them in areas that fit together (*please see the attached list for additional information on this discussion*). As part of this review, the committee discussed signage, banners, and flags. The committee also discussed calendars, schedules of events, financing, venues, and marketing.

As a wrap up, Chairman Joseph stated that the committee's Final Report to Town Council will be very important. This Final Report will be presented to Town Council after their annual workshop. She emphasized that she does not want it to be one that sits on a shelf. Chairman Joseph discussed previous assignments based on committee members' areas of expertise, and requested that members provide her with written chapters on those areas detailing their research and presentations for inclusion into the Final Report. Committee members' reports are to be as specific and complete as possible, and be a collaborative writing effort. These chapters should be forwarded to her as soon as possible.

Chairman Joseph also reminded the members that she still needs a list from each committee member that contains *specific* contact information for everyone they had interviewed or who had contributed to their surveys, with the Who, What, When and How.

7. Public Comments

- a) Ms. Eleanor O'Key presented general comments regarding the committee's recommendations to Town Council.
- b) Ms. Mira Scott, art gallery owner, also presented comments regarding the committee's recommendations to Town Council.

8. Adjournment

The meeting was adjourned at 5:15 p.m. by general consent.

Submitted By:

Approved By:

Kathleen Carlin
Secretary

Jane Joseph
Chairman

Recommendations (Sorted) – Draft 4

Item	T/C	Arts Advocate or Other	\$\$ involved
Setting the Example (Town Council)			
1. <u>The Town should create a community vision which includes arts, culture and history</u> <ul style="list-style-type: none"> ○ View Arts & Culture as a Strategic Amenity that needs to be funded; e.g beach funding could not be covered by beach parking. 	X		
2. <u>Town should take a leadership role with the residents by getting behind and supporting the arts. The measurements or criteria for this getting done are:</u> <ul style="list-style-type: none"> a. Arts should be part of our vision statement b. Raise new \$\$ to fund the arts (see Financial/Funding 1) <ul style="list-style-type: none"> i. Funds must be dedicated ii. Funds must be committed - 10 years desired (minimum 5 years) iii. Funds must be used for collaborative, community wide activities, not individual organizations; not with an application process c. Arts & culture should be considered in every development and ordinance vote d. Live/breathe the arts 	X		X
3. Town Council members should attend the arts and cultural events/ roundtables (visible support and personal knowledge)	X		
Major Projects			
1. <u>Start the process to name Hilton Head Island a SC Cultural District like Rock Hill, Lancaster and Spartanburg (Bluffton and Beaufort have applications in progress)</u> <ul style="list-style-type: none"> ○ Town staff in partnership with community group or arts & cultural organization (Arts Community Advocate) 	X	X	
2. <u>OCA (define at the next meeting)</u> <ul style="list-style-type: none"> ○ Get art and culture into every existing and new Town festival ○ Training and assisting smaller arts groups in how to do marketing for themselves. ○ OCA to support: Art and technology- differentiate ourselves with festival or unique event; attract Millennials 	X	X	X

<ul style="list-style-type: none"> ○ OCA to support: Art and health movement. Potential partnering with a major hospital or clinic for a possible study; collaborative grant (PTSD – military bases; geriatrics). Use to differentiate ourselves ○ Provide a Business resource list for Arts & cultural organizations ○ Can we bring in a continuing education piece? Like the World Affairs Council for arts and culture? 			
<p>4. <u>Create Arts enclave, grouping art galleries with Gullah information center right in the center (Arts Community Advocate)</u></p> <ul style="list-style-type: none"> ○ Examples: Town-owned shopping center on Palmetto Bay Road (Bridge Shops) on South end and Bowling Alley on Main Street (would solve other unauthorized usage of the area). 	X	X Community Foundation? Grants?	X
<p>5. <u>Look at ordinances and regulations that restrict or fail to enhance the art & cultural organizations' ability to showcase what we have (working with Arts Community Advocate)</u></p> <ul style="list-style-type: none"> ○ timing to get permits and installation and licensing fees ○ Examples of signage issues: word count, signs on 278 for major events (e.g. banners), and A&C destination designation ○ Any new construction: some percentage of the \$\$ must go to Art <ul style="list-style-type: none"> ▪ Development agreements with private developers ▪ Town Buildings ▪ Where no agreement, encourage developer to install some art (e.g. USCB building) 	X	X	
<p>6. <u>Town takes the lead addressing venue issue</u></p> <ul style="list-style-type: none"> ○ Use pristine borrowing capacity (private/ public collaboration). ○ Figure out operating and maintenance expense on whatever is created (for a venue) ○ Venue problems were brought up by every constituency and many of the non-profit and for-profit organizations that we interviewed. ○ Recommend that the TC begin looking at what Private/Public collaboration can do to solve the problem. ○ Approaches could include another (our?) citizens' committee, a consultant to do a feasibility study (what is needed, how to finance), and/or hire an experienced executive to develop a plan, help raise the funds and build. 	X	Citizen's committee, consultant, or town committee.	X

<ul style="list-style-type: none"> ○ Need to address concert hall, theater and other organizations' venue needs ○ Teachers cannot afford venues. Can the Town help financially or provide space to students for shows (performing arts and visual arts). 			
Financial/Funding			
<p>1. Create a stream of dedicated funding for arts & culture; Make support permanent so that changes in administration cannot undo arts and cultural funding</p> <ul style="list-style-type: none"> ○ % of current revenue streams in Town operations to be dedicated to Arts & Culture. (Can we use meter parking to fund arts?) (Business license fees?) ○ Town to dedicate part of budget to Arts & Cultural granting (other than ATAX; e.g. funding from line item outside of ATAX) (is this the same as #1?) ○ Town should look at a new hospitality tax, sales tax, property transfer fees specifically earmarked toward arts and culture. 	X		X
<p>2. Do a "Day for the Arts" to support/ fund Town's activities in the arts and culture</p> <ul style="list-style-type: none"> ○ Done by the arts community to support the Arts Community Advocate staff and expenses 		X Arts Community Citizens	
<p>3. Investigate and apply for grant money, which is available from a number of places. (could be done by an Arts Community Advocate)</p>		X	
<p>4. Join the Pew Charitable Trust's Cultural Data Project or create our own database to continue to gather data and demonstrate return on investment and trends about improvement in economic impact of the Arts & Culture. (could be collected by an Arts Community Advocate)</p>		X	
Marketing			
<p>1. Town to give clear expectations to the Chamber and VCB of their role with respect to the arts.</p> <ul style="list-style-type: none"> ○ Make arts a significant part of the brand of HHI (lead by Arts Community Advocate) <ul style="list-style-type: none"> ▪ work with DMO in appropriate areas ▪ work with other organizations as appropriate ○ What can we do within the Chamber's current mission to promote arts and culture to everyone (resident vs. visitor, potential retirees, etc) 	X	X VCB	
<p>2. Raise awareness of average HH resident on what is going on in the Arts, Cultural</p>	X		X

<p>and History arena and why it is important to the economics of the island (Marketing the importance of the arts for the island's future to the island residents) (Public Communications Program Consultant with TC)</p>			
<p>3. Enhance or create calendar(s) geared toward locals (Arts Community Advocate)</p> <ul style="list-style-type: none"> ○ Calendar needs to be user friendly, for residents or visitors ○ Calendar could be a modification or addition to the VCB events function, linkage with the Hiltonheadartsdaily.com calendar or some other solution. ○ Smaller arts organizations need some education on how to evaluate, maintain calendar and other marketing tools (like Chamber classes for members) ○ Calendar function to include last minute/day of things to do (when it rains); ○ is there an email blast that can be sent out (collect resident emails) (could be done by Arts Community Advocate) <ul style="list-style-type: none"> ▪ Hilton Head Insider has a large email list (collect lots of info) ▪ ACCHH members have very large email lists ▪ Should have a filter system to allow recipients to filter what events they want notification for. 		X	X
<p>4. Multiple trails/ maps for bikers, segways, people walking, etc.: Art with galleries and public art, cultural/ historical, Dillon Rd, Beach City Rd area? This would need signage (capital project for the Town) on an app (vs. paper maps). (This would be joint Town project with Arts Community Advocate or Marketing group)</p>	X	X	X
<p>5. Examples of Specific Marketing Programs</p> <ul style="list-style-type: none"> ○ Digital marketing and Signage (see Major Projects #5) for events ○ Sell HHI as an artist's destination (not just an art destination) – inspiring place, genre associations, collaboration opportunities ○ Market art by genre: Music? We have jazz, choral society, etc. Visual? We have Art League, Palmetto Quilt Guild, etc. ○ Work with Island Packet to put art and culture in on a bigger scale- Experience insert could be used. Grow arts & cultural visibility while they grow their circulation. 		X	X