



**Town of Hilton Head Island
Arts and Cultural Strategic Planning
Committee Meeting**

July 27, 2015 at 4:00 p.m.

BENJAMIN M. RACUSIN COUNCIL CHAMBERS

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 Notes – July 13, 2015 Regular Meeting**
- 5) Presentation and Discussion**
Susan Simmons, Director of Finance: Discussion on Town Revenue
- 6) Unfinished Business**
 - A.** Discussion — Remaining changes or additional information (since July 13th):
 - a. What questions do we need to ask of the groups identified on June 15th?
 - b. How to best engage Arts & Cultural groups and the Community (Other Constituencies)
 - c. Organizing to get the work completed.
 - B.** Discussion: Review of research on Dropbox documents (i.e.what data is already available and how do we get the data?)
 - a. Committee members discuss the summaries they completed highlighting the Objectives/Questions addressed.
 - b. How the documents affect questions or plans for interviews
- 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
Arts and Cultural Strategic Planning Committee Meeting Notes
Monday, July 13, 2015
3:00p.m. – Conference Room # 3

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

Committee Members Absent: None

Town Council Present: Kim Likins, Tom Lennox and Lee Edwards

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

1. Call to Order

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. Approval of Meeting Notes

The committee **approved** the meeting notes of the July 6, 2015 meeting as amended by general consent.

Chairman Joseph called the meeting to order and welcomed the committee members, members of Town Council and the public. Chairman Joseph began with a brief review of the upcoming meeting schedule. The next committee meeting will be on **July 27, 2015** at **4:00pm** in Conference Room # 3.

Ms. Jill Foster confirmed that Ms. Susan Simmons, Director of Finance, will make a presentation to the committee on Town revenues at the July 27th meeting. The committee's August 10th is cancelled due to the lack of a quorum. A meeting will be held instead on August 17, 2015 at 3:00pm in Conference Room # 3.

Chairman Joseph then presented a brief summary of the committee's previous meetings including the assignment of teams. The following teams were assigned at a previous meeting:

- 1) Arts & Cultural Organizations (including Music, Theater/Performance, Other and Cultural Organizations) Meg Eberly and Hannah Horne.
- 2) School Programs: Maryann Bastnagel and Ben Wolfe

- 3) For Profit - Galleries, Music, Other and Individual Artists: Jim Collett and Jane Joseph
- 4) Towns and Cities: Lisa Snider and Bob Lee
- 5) Public Residents: Janice Gray and Bob Lee
- 6) Public Visitors – Hannah Horne

5. Unfinished Business

A. Discussion

- a. What questions do we need to ask of the groups identified on June 15th? (Note: includes data already available in other studies). Complete work that was not presented on July 6th.
 - b. How to best engage Arts & Cultural groups and the Community (Other Constituencies) Examples: focus groups; web-based survey, other outreach activities) (Note: includes identifying when each activity should occur so we can prepare a calendar).
- B. Discussion How should we organize ourselves to get this work done? (e.g., the engagement of the groups we have identified)

Ms. Lisa Snider reviewed the additional questions on marketing that she and Mr. Bob Lee added to the Towns/Cities interview questions as a result of the discussion at the July 6th meeting.

Also, updates to the questionnaires presented at the last meeting by Vice Chairman Maryann Bastnagel for the Schools interviews and Ms. Hannah Horne for the Non-Profit Arts Organizations were discussed.

Questions for Not for Profit Organizations:

Mr. Jim Collet presented the questions for the For Profit Arts organizations. The committee agreed that social media will become more and more significant in Arts businesses getting their marketing messages out. The committee discussed modifications to this set of questions including the role of a marketing organization and adding more revenue data (seasonal, on line vs. local) and data on volunteer employees. The committee agreed that we should ask these organizations to contribute ideas for funding a Town/Arts awareness effort.

Chairman Joseph will summarize the role of a Cultural Affairs office for the committee to help in discussions with the public and arts organizations.

The committee agreed to focus discussions with these organizations on their 'Current State' and getting to their 'Desired State' (3 -5 year timeline). We should ask about their growth strategies and target market (island vs. visitors, age groups)

Mrs. Kim Likins discussed the need to reach the island's diverse audiences. The committee agreed that demographics data such as the questions used by the Cultural Planning Group in their survey should be included in all questionnaires.

The committee discussed ways to reach gallery owners, musicians, etc. Small interviews are recommended (e.g. An interview with gallery owners initiated by a letter to the owners inviting their input.)

Public Comments - Mr. Walt Graver suggested a survey structure of preliminary introductory level questions followed by more detailed lower level questions.

Questions for the Public:

Ms. Janice Gray presented questions for the Public based on a list of questions used by the Not for Profit team. The committee suggested that the public would not be in a position to answer many of the questions. Although this set of questions could be an educational tool for the community (e.g. about ATAX), our inquiry should be focused on questions about the resident's quality of life. We need to understand how the Arts and Cultural offerings would benefit families and local small businesses; what they participate in now; and what they would like. We should ask what they consider missing from the arts and cultural offerings.

The committee discussed considering the economic impact of other like-sized cities and towns. The committee needs 'real data' vs. 'feeling data.'

Ms. Snider agreed to write a scripted introduction for our interview sessions so that we have a consistent message about the committee.

6) New Business

A. Discussion: How should we identify what data is already available and how do we get the data?

Chairman Joseph discussed the availability of much research and previous reports which can help the committee to complete their work more effectively. Before setting up interview meetings, the committee should understand the data that is already available. Chairman Joseph recommended that committee members take some of the documents that are available and identify the parts of the document that answer our SOW questions. The members agreed and Chairman Joseph will make the assignments. Chairman Joseph requested that team members complete their documents by the next committee meeting and that she will develop a form for use in this effort.

Chairman Joseph stated that the key data will be financials. We need to know how to measure economic impact and how much things will cost. Further discussions on this issue included the difference between ATAX and a Hospitality Tax and the value of interviewing young adults (what do they do? What would they like to do vis a vis the arts and cultural activities). In reviewing how to measure ROI for the arts, several points were made:

- Is it really possible to measure ROI for the arts? This is very difficult but there are many formulas available. Measuring actual results over a time period is one effective way.
- How important is this from the Town Council's position? It is very important. Mr. Edwards noted that arts impact can be measured but it is also about enriching the

lives of residents and visitors.

- If we recommend some type of Office of Cultural Affairs (based on past studies, this might be something we need), we should look at it becoming self-sustaining (its expenses covered) as measured by the revenue that comes into the town from the OCA driving visitors and attracting new people.

Mrs. Likins stated that she would like to share a document that was presented at the last Circle to Circle Committee meeting. The presentation states that the Millennia generation will drive change in the future. We need to find ways to bring the Millennia generation to Hilton Head Island. The committee agreed that if *we build it they will come*. Ms. Mary Briggs shared an article from *Arts Reach* about ways to grow the Millennial arts audience which will be put in Dropbox.

Public Comments - Mr. Walt Graver explained that the CVHH consultant was measuring actual ROI by revisiting 6 of the 16 towns in their original study. Ms. Kathie Bateson presented information on economic impact including reference to the Americans for the Arts formula, the Chamber's method to measure and the need for a third party to make sure all organizations are using a consistent measurement formula. She also discussed findings from the Arts Center's recent survey.

6. Adjournment

The meeting was adjourned at 4:35p.m.by general consent.

Submitted By:

Approved By:

Kathleen Carlin
Administrative Assistant

Jane Joseph
Chairman