



Town of Hilton Head Island
Arts and Cultural Strategic Planning
Committee Meeting
August 24, 2015 at 4:00 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 Notes –**
Approval of August 17, 2015 Regular Meeting
- 5) Unfinished Business**
 - A. Discussion: Remaining changes or additional information (since August 17th):
 - 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
- 6) 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 Notes
Monday, August 17, 2015
3:00p.m. – Conference Room # 3

Committee Members Present: Chairman Jane Joseph, Vice Chairman Maryann Bastnagel, Jim Collett, Janice Gray and Ben Wolfe

Committee Members Participating by Phone: Lisa Snider

Committee Members Absent: Meg Eberly, Hannah Horne and Bob Lee

Town Council Present: Lee Edwards

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

1. Call to Order

Chairman Joseph called the meeting to order and welcomed the committee members, members of Town Council, today's guest speakers and the public.

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 13, 2015 meeting as amended by general consent.

The committee **approved** the meeting notes of the July 27, 2015 meeting as submitted by general consent.

5. Presentation and Discussion

Hilton Head Island's music scene with John Cranford of Cranford Hollow band and others.

Chairman Joseph welcomed today's guest speakers, Mr. John Cranford of Cranford Hollow band, Mr. Martin Lesch with The Jazz Corner and Jazz Foundation, Mr. Lavon Stevens with The Jazz Corner, and Mr. Greg Russell. All of today's guest speakers are local musicians living on Hilton Head Island.

Mr. John Cranford presented statements regarding his music background including his band, Cranford Hollow, and his music company, Swampfire Records. Mr. Cranford is heavily involved in the local music industry and looking for ways to improve the music

scene here. Example is the 350/30 Festival, a Town and community partnership. Mr. Cranford described the need for community support (by the Town and the Chamber of Commerce) to get better publicity for music events. Mr. Cranford stated that there is an annual payout of \$3,000,000 to \$5,000,000 for musicians on the island. The community needs to get behind the music events, the arts, and other entertainment offered on the island.

The biggest issue is communication and re-branding what it is that we are trying to sell - music and art too. We have music seven nights a week at many venues and some of the best music in the country. When bands play at local hotels and restaurants, they advertise to their guests and customers. Hilton Head Island needs a complete calendar of events for the public.

There are over 100 individual bands and musicians that are active on Hilton Head Island. The revenue impact to the island is very significant with over 50 venues including Tiki Hut and The Jazz Corner. The money generated goes back into the local economy. Mr. Cranford suggested creating an “ArtsAlive” and “Arts Appreciation Week”, and indicated the need for local musicians to support one another. All events need to be shown on one calendar. Co-promotion, including the press, will be important -- getting everyone on board and going in the same direction.

Community support is sometimes difficult to find. The Town has a great Arts community and it should be promoted. We are missing people who might want to move here because we are not marketing the arts.

Mr. Levon Stevens presented statements in support of the need for a calendar for the arts community including music, arts, history and cultural events. The island has a rich arts and cultural environment that should be supported and promoted. The Gullah Festival needs more support and we need to fill in activities in all seasons.

Mr. Martin Lesch presented statements regarding the need to market the calendar. He also said that the town and Chamber need to hire local artists for all events and promote them better. The committee discussed the potential need for an Office of Cultural Affairs (OCA), including re-branding and advertising. The committee explained the potential role of an OCA regarding the writing of grants and growing the festivals that we currently have. The committee discussed the need to secure grants, which Mr. Lesch pointed out would alleviate some of the funding responsibilities from the smaller organizations. He stated that an OCA would demonstrate the town’s support for the arts. He also noted that small non-profits don’t have the staff needed to write and submit ATAX grants, cannot compete for funds and typically go without town support.

Mr. Greg Russell presented statements regarding his professional experience as a musician and professional entertainer on Hilton Head Island for 39 years. Mr. Russell stated the need to support the local art scene. Marketing is important to the success of the local arts. Currently the success in reaching people has been through individual organizations. A comprehensive mailing list would be excellent. A bandstand would be helpful since it is expensive to put up and tear down. If we want to bring in acts, a large venue would be needed.

Chairman Joseph and the committee thanked today’s guest speakers for their valuable

input. In answer to a question regarding the committee's role: The committee stated the goal is to make Hilton Head Island an Arts destination.

Chairman Joseph stated that the committee needs to provide Town Council with a set of recommendations in time for their November Workshop where they will be planning for next year.

Town Councilman Lee Edwards presented comments regarding Town Council's support for encouraging the Arts on Hilton Head Island. Town Council looks forward to hearing the committee's recommendations.

6. Information and Discussion:

- a. Chairman Joseph announced that Denise Spencer, President and CEO of the Community Foundation will be our guest speaker on September 21st at 4pm.
- b. Ms. Joseph spoke at the Greater Island Council's Strategic Planning Committee on August 14th and is scheduled to speak at the Arts and Cultural Council of Hilton Head on September 17th (with Meg Eberly) and at the Economic Development Corporation on October 27th.
- c. The committee discussed the Articles and Websites email that Ms. Joseph sent out today to summarize the recent information that was received by the committee. Committee members felt that we should refrain from sending additional information because the volume is becoming unmanageable and that we should summarize what we have now to determine if we need additional specific pieces of information.

7. Unfinished Business

a. Discussion: Remaining changes or additional information (since July 27th):

Chairman Joseph presented statements on behalf of Meg Eberly regarding her progress in collecting relevant data.

Jim Collett reviewed his meetings with local musicians and Gallery owners and the studio of two photographers. He raised the need for an inexpensive artist studio complex for the public to visit. The island has vacant commercial space and distressed property that could serve this purpose. He was asked to meet with some individual artists, authors, and perhaps the dance organization and to find out how much artists would be willing to pay for such studio space. The question as to why Dunnagan's Alley was dropped as an art venue was raised.

Ben Wolfe and Maryann Bastnagel will visit the local schools between August 27-29th. Lisa Snider reviewed her efforts to study the arts in other towns, especially Breckenridge and Vail, CO, and Columbia, SC, which has a funding model closer to ours. Ms. Snider stated her support in having a calendar that includes events and venues similar to Artopolis from One Columbia Arts, which includes both not for profit and for profit organizations.

Ms. Bastnagel stated the value of having co-operative support (some of the goals and recommendations that are made by the committee should match the goals and recommendations made by one or two other committees (i.e., Coligny bandstand by

Circle to Circle committee.) We noted that an OCA would focus on community-wide events as well as giving grants to organizations that don't have a wide reach. We discussed finding another more contemporary name for an OCA. The committee stated that they like 'Arts Alive HHI.' A hot link to the 'Arts Alive' calendar would be a good idea.

Janice Gray discussed her progress in working with schools and churches. Input is needed from the Hispanic community and the Native Islander community. This should be done by the end of September. The committee and the staff discussed the need to visit the churches and festivals as a means of connecting with these groups.

The committee discussed the need to deal more effectively with the Chamber of Commerce. Who tells the Chamber what the vision of Hilton Head Island is? The committee discussed the importance of visioning and branding. Ms. Bastnagel explained that the EDC and Chamber have funding to work on branding and visioning.

The committee discussed the importance of fleshing out their recommendations in the month of September in preparation for the upcoming presentation to Town Council.

- b. Public Comments: Ms. Okey from Lowcountry Inside Track suggested that we use the phrase by Jim Gant that our results are qualitative not quantitative. She also said that a bandbox is part of the Coligny Concept Plan and that the CIP would be addressed on Wednesday (August 19th). She demonstrated the new Chamber Compass App and told us about the "jiggle for events" function and mentioned a well known advertisement that would highlight our need to just expose the arts to people.

8. Adjournment

The meeting was adjourned at 5:05 p.m. by general consent.

Submitted By:

Approved By:

Kathleen Carlin
Secretary

Jane Joseph
Chairman