



# **Town of Hilton Head Island Venue Committee Meeting**

**Thursday, July 7, 2016**

**9:00a.m. – Benjamin Racusin Council Chambers**

## **AGENDA**

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As a Courtesy to Others Please Turn Off All Cell Phones and Pagers during the Meeting.

- 1. Call to Order**
- 2. Freedom of Information Act 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 Agenda**
- 4. Approval of Meeting Minutes –June 16, 2016**
- 5. New Business**
  - a) Speaker: Presentation/Discussion - John Cranford and Martin Lesch: HHI Musicians
  - b) Speaker: Presentation/Discussion - Councilman Tom Lennox, Finance & Admin Committee re: Arts Center of Coastal Carolina
  - c) Speaker: Presentation/Discussion – Heather Rath, 350/30 Festival
- 6. Unfinished Business**
  - a) Review any updated plan information from Task Teams
  - b) Update on progress on consultant RFQ
- 7. Administrative Details**
  - a) Schedule Review
- 8. Appearance by Citizens**
- 9. 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**  
**Venue Committee Meeting**  
**June 16, 2016**  
**4:30p.m. – Benjamin M. Racusin Council Chambers**

Committee Members Present: Chairman Cindy Creamer, Vice Chairman Jane Joseph, Karen Attaway, Gil Campbell, Dan Castro, Charlie Clark, Lili Coleman, Juliann Foster, Florry Gibbes, Terry Herron, Bob Lee, Tim Ridge, Gregg Russell, Suzanne Thompson

Committee Members Absent: Rex Garniewicz

Town Council Present: Kim Likins

Town Staff Present: Tom Fultz, Director of Administrative Services; Jill Foster, Deputy Director of Community Development; Teresa Haley, Administrative Assistant

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**1. Call to Order**

**2. Freedom of Information Act 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 Agenda**

The Venue Committee **approved** the agenda as submitted by general consent.

**4. Approval of Meeting Minutes – June 2, 2016**

The Venue Committee **approved** the minutes of the June 2, 2016 meeting as presented by general consent.

**5. New Business**

- a) Speakers: Representatives from Entertainment, Arts, Culture, History organizations and various key Island business sectors.

Chairman Creamer introduced the first speaker to make a presentation: Mr. Lee Wilwerding, Board of Directors President of the World Affairs Council of Hilton Head (WACHH). Mr. Wilwerding presented an overview of the WACHH, the programs it holds, and a description of past events, as well as upcoming events. Mr. Wilwerding further spoke to the following in his presentation: the goals of the organization; how use of current venues impact the organization's ability to achieve its goals on HHI; the specific venue facilities and features that could help the organization achieve its goals on HHI and the impact they would have; the organization's support of the creation of a venue(s) on HHI; and other ideas regarding current venue options on HHI. Following Mr. Wilwerding's presentation, the Committee inquired as to the following: facility costs; advertising; challenges faced with limited venue options; limitations and restrictions within certain venues; attendance and adequate parking spaces; and the timeframe to create a program schedule and reserve certain venues accordingly.

Chairman Creamer introduced the next speaker: Committee Member, Gregg Russell. Mr. Russell provided many examples of the large, reputable acts that he has presented in Hilton Head

Island and nearby cities. Mr. Russell noted that the acts performed in HHI were presented without any Town funding. Mr. Russell further noted that the performances were provided to the community with tremendous corporate support from the business community and an enthusiastic ticket buying public. The Committee asked Mr. Russell for additional information regarding the following: ticket prices; corporate sponsorship; weather cancellations and assumption of risk; insurance coverage; potential issue of HHI being too close to larger cities; and corporate contracts and non-compete clauses.

b) Review Update to Task Team 1's Plan

Ms. Attaway presented an updated report of Task Team 1's plan since the last Committee meeting. The Team categorized their constituencies into groups based on their level of venue needs and issues. The Team further refined the questions to ask their constituencies. The Team provided a detailed plan for data gathering methods with surveys, interviews, and focus groups. The Team provided the next steps and timeline of their plan from now until the Committee is to present to Town Council.

c) Review any updated plan information from Task Team 2 or 3

Ms. Clark presented an update regarding Task Team 2's surveys for public and business communities. Ms. Clark noted that a survey of the general public and business communities of both HHI and Bluffton are important for data gathering purposes. The Team provided a detailed plan of the surveys which included a refined scope of work, timeline and administration of survey, deliverables of the consultant, and donated incentives. Vice Chairman Joseph inquired as to working with Dr. Salazar to preface survey questions in a manner that informs constituents of the connection of arts and entertainment with economic impact.

Task Team 3 presented updates to their plan. Mr. Castro stated that individual assignments have been delegated based on connections and work in certain towns and cities with venues. Mr. Castro then presented updates regarding the major focus in data gathering questions. Mr. Herron presented the current progress of meetings with local hotels engaged in the convention business. Ms. Likins inquired as to the benefit of including Palmetto Bluff in the local hotel discussions. Ms. Coleman then presented an update as to discussions with non-profits and event planners. The Team discussed the purpose and contact plan of discussions with nearby Town/County Managers and Mayors. The Team further provided an update as to the research of potential venue locations. Mr. Campbell presented an update on financial considerations and explained various financing structures. The Committee and Ms. Likins discussed venue management companies that offer various services. Chairman Creamer requested that the Committee consider including Jasper County and Hardeeville in their research.

## **6. Unfinished Business**

a) Update on Scope of Work for Consultants and progress on RFQ

Chairman Creamer requested that Mr. Fultz present the Request for Qualifications (RFQ) process and timeline. Mr. Fultz presented an in-depth description of the RFQ process steps and timeline. Part of the process involves a selection committee that would need to determine the best qualified consultant. The selection committee's recommendation would then be presented back to the full Committee and upon approval, presented to Town Council for final approval. The Committee presented various questions regarding the process of finding a consultant and whether recommendations are permitted. Mr. Fultz stated that the Committee is welcome to

suggest consultants to apply for this RFQ and cautioned them as to how to proceed in doing so. Vice Chairman Joseph explained the timing of the RFQ, consultant and task team work, while noting that the work of the task teams and consultant will be done simultaneously due to time constraints and deadlines given to the Committee. Vice Chairman Joseph stated that she is working on a compendium of all three task team plans and that team work needs to be finalized for the consultant. Vice Chairman Joseph then presented the consultant's scope of services and distinguished the role of the consultant and the Committee for each objective. Vice Chairman Joseph described the attachments that the Committee is to provide to the consultant and the deliverables that are to be expected from the consultant.

Chairman Creamer asked for a motion to approve the scope of work for consultants and progress on the RFQ. Mr. Lee made a motion of **approval** and Mr. Ridge **seconded**. The motion passed unanimously.

## 7. Administrative Details

### a) Schedule Review

Vice Chairman Joseph presented an updated schedule of the Committee's meetings and work based on the schedules in the three Task Teams' plans and best case estimate bringing a consultant on board. The schedule includes a PowerPoint presentation to Town Council in December, which would contain Current State information and a status report of findings to date on the Committee's recommendations. A full written report and final presentation which would include the Committee's recommendations is projected for the February/March 2017 timeframe.

## 8. Appearance by Citizens

Chairman Creamer requested comments from the public and none were presented at this time. Ms. Likins wanted to take the opportunity to thank the Committee for their hard work. Ms. Likins provided an update as to the work of the communications firm, Rawle Murdy. Based on the Committee's previous comments and feedback, Rawle Murdy is currently revising the scope of work plan and would welcome the opportunity to present and discuss the plan with the Committee. Rawle Murdy is also working on establishing the Town of Hilton Head's Arts, Cultural and History Facebook page. Ms. Likins informed Rawle Murdy of recent Committee discussions regarding the refinement of communication for the community and the following key messages resulted: 1) Arts, Culture and History are alive and well on Hilton Head Island; 2) a balance between quality of life and economic impact; and 3) the reason for this is to plan for the future of the Island.

Vice Chairman Joseph stated that she received an invitation from Brian Tolley, Editor in Chief of the Island Packet, to meet the editorial board and the newly hired writer that will be covering the arts on Hilton Head Island.

## 9. Adjournment

The meeting was adjourned at 6:57p.m.

Submitted By:

Approved By:

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Teresa Haley, Administrative Assistant

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Cindy Creamer, Chairman