

TOWN OF HILTON HEAD ISLAND PUBLIC FACILITIES COMMITTEE

Date: August 2, 2011

Time: 2:00 P.M.

Members Present: Kim Likins, George Williams, Bill Harkins

Members Absent: None

Staff Present: Charles Cousins, Jeff Buckalew, Jennifer Lyle, Nicole Dixon,
Jayme Lopko, Shawn Colin

Others Present: Ken Heitzke, Bill Ferguson, *Councilmen*. Dan Castro, Paul
Gibson, *Community Vision of Hilton Head, Inc.*

Media Present: Tom Barton, *The Island Packet*

1. Call to Order.

The meeting was called to order at 2:00 P.M.

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. Committee Business:

1. Approval of Minutes:

Councilman Williams moved to approve the Minutes of July 5, 2011. Councilman Harkins seconded. The Minutes of July 5, 2011 were unanimously approved.

4. Unfinished Business: None

5. New Business

• Presentation by Community Vision of Hilton Head – The Vision Moving Forward, an Arts and Cultural Enterprise Update

Mr. Dan Castro introduced himself to the Committee and advised he is the Vice President of Community Vision of Hilton Head and that he, along with his colleague Paul Gibson, Treasurer were here to present an update on a major opportunity for Hilton Head Island residents, visitors, businesses and the Town itself. For those of you who are not familiar with our enterprise, we are a group of local arts and cultural leaders who have been working for five years to develop a vision and a plan to make Hilton Head Island a world class destination for arts and culture, in addition to the resort amenities and the residential appeal that already exists. At the core of this plan is a new multi-purpose performing arts facility. The vision also includes strategic elements such as year-round programming, a campus setting, professional management, global image development, community ownership and benefit and financial stability.

Mr. Castro stated they met with this Committee in March, 2009 and asked for feedback as to the vision and were we going in the right direction. The Committee stated there was a lot more work to be accomplished as we didn't have the numbers, we didn't have a picture of the facility, but encouraged us to proceed with planning and suggested we get professional help and expertise as much as possible because of the magnitude of this project. We informed the Committee we had engaged a leading expert in the arts, Arts Consulting Group (ACG) out of New York City and had a process to develop a plan. We continue to work closely with ACG. We previously worked with various community groups like the Chamber of Commerce, the realtors association, the arts groups and Town planners to inform them of our plans and our vision and to solicit feedback. During Town Council's 2010 Workshop our project was assigned a high priority for evaluation in the Town's future planning.

In working with ACG, the strategy we have used is a four phase plan:

- **Phase I** (completed) Study the needs and priorities of the potential Hilton Head Island audience market and the physical requirements of foreseeable user organizations.
- **Phase II** (finalizing – August estimate) A conceptual plan for a new indoor-outdoor performing arts facility with an order-of-magnitude cost estimate, operating expense estimates, and a proposed management structure.

These two phases were completely funded by donations made to Community Vision of Hilton Head.

Mr. Castro advised the Committee that the proposed structure was as follows:

- Four-season, climate controlled concert hall
- Acoustically tuned, excellent sightlines
- 1500 inside seats – 1000 floor, 500 balcony
- Back and sides open to 3500 capacity lawn seating (April-October)
- Video screens and audio for lawn patrons
- Inside patio for social gatherings, chamber music
- Support stations for outside caterers
- LEED Certification

ACG determined that over 200 programs a year can be achieved.

- **Phase III** Conduct a Community Engagement Process (CEP)
 - Create a community-wide CEP Task Force
 - Test CVHH concepts and plans with community leaders, their constituents, and the broader community.
 - Conduct a wide-ranging e-mail survey over the Task Force's lists to measure potential acceptance and identify issues to be addressed.
- **Phase IV** Conduct a fund-raising and funding feasibility study and prepare final report.

Mr. Castro mentioned the key points they are looking at is an economic impact for Hilton Head Island. One model shows over \$50 million dollars of revenue just from the Center itself. Hilton Head Island already has an

excellent arts base with Hilton Head Symphony Orchestra, Hilton Head Choral Society, Arts Center of Coastal Carolina, Art League, Dance Theater, etc. We talk about an arts campus and we are looking at the Shelter Cove site for this. We think this would match what we are seeing in other areas where we could use this new facility coupled with the Arts Center to stick with a Broadway repertoire would fit beautifully in a total combined arts campus and arts industry.

Mr. Paul Gibson, Treasurer of Community Vision of Hilton Head reviewed the Financial Overview with the Committee and advised they gathered \$109,000 worth of contributions from September, 2006 to July, 2011. All of our Board members have participated, along with friends and family of the Board. Out of that \$109,000 we have already spent approximately \$88,850, the biggest portion of that amount going to the Arts Consulting Group. We have had to bring in a land planner to help us in terms of how to put the configuration of a facility on the site we have been talking about.

Mr. Gibson advised the Committee that Community Vision would like to request the following:

- Invite us back, upon completion of Phase II of the ACG Study to submit its findings for the Committee's consideration.
- Recommend to Town Council a grant of \$75,000 to enable the continuation of this study and planning effort.

Councilman Williams advised he supports exactly what they are doing and have been trying to figure a way to get something like this kicked off for a long period of time, but did have concerns which included local government financing/support. Councilman Williams asked why they were coming to the Committee now asking for money instead of during the budget cycle. It would have been easier for us to discuss finding \$75,000 worth of a grant then than now when the budget is completed. Mr. Castro advised they are just finishing up Phase II and they were not able to sit down and come forth with this information at that time.

Councilman Harkins stated he thought this was a major step in the right direction. We pride ourselves as an Island with a lot of natural resources that lead to very high end recreational activities, e.g., golf, beaches, bike trails, etc. What this does is builds on that and gives us a balanced portfolio and enables all family members with varied interests to really glean more from the experience of coming to Hilton Head Island.

Chairman Likins advised that she is cautiously optimistic. This is one of those projects that you get really energized over and you begin to think could be a real game changer for the community. Again, you always have to be mindful that we are a community and this community has make-up of all different types of individuals in it, many of which are families. When I look at this type of presentation not only does the cost of building it jump out, but just the cost of what it would be to actually attend functions at this. Chairman Likes stated she has always had the vision of how awesome it would be for Hilton Head Island to have some type of performing arts academy. We have tennis and golf academies. Why couldn't we be the place for a young performing arts academy where those kids could come here and be educated at our local schools and then attend classes and

be your daytime audience that you need to keep that facility functioning. I encourage you to not forget the opportunities that you have with children and families as they could be the piece that could close the gap financially for you.

Councilman Harkins moved that the Public Facilities Committee explore with Town Council and Town administration the possibility of providing financial support for further study. The clear comment here is we are not recommending support, but we are going to work with our colleagues to determine what the level of interest is and how we would go about doing this if indeed we should. Councilman Williams seconded. The motion was unanimously approved.

- **Palmetto Electric Cooperative, Inc. Easement Request on the Ashmore Tract for Drainage from New Service Yard**

Jennifer Lyle, Assistant Town Engineer advised staff recommends the Public Facilities Committee endorse the granting of a 667 square foot permanent drainage easement to Palmetto Electric Cooperative, Inc. (PECI), to allow for the construction and maintenance of a storm water pipe on Town owned property and that this endorsement be forwarded to Town Council as a recommendation for approval.

PECI recently renovated its offices on Mathews Drive and has now submitted plans for the redevelopment of their new service yard. The redevelopment plans propose routing storm water runoff from the site into a proposed storm water retention pond that will discharge onto Town property known as the Ashmore tract. An easement is required to grant PECI the rights and responsibilities for the construction and maintenance of this discharge. Staff views this as a rational solution as this is the natural direction of flow, and sees no adverse impacts to the Town's property or other interests.

After a brief discussion, Councilman Williams moved the Public Facilities Committee accept staff's recommendation and forward it to Town Council for approval. Councilman Harkins seconded. The motion passed unanimously.

6. Adjournment:

Councilman Williams moved to adjourn. Councilman Harkins seconded the motion. The meeting was adjourned at 3:30 p.m.

Respectfully Submitted,

Karen D. Knox
Senior Administrative Assistant

Approved: September 6, 2011