TOWN OF HILTON HEAD ISLAND APPROVED
Arts and Cultural Strategic Planning Committee Meeting Minutes
October 26, 2015
3:00p.m. – Conference Room # 3

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

Committee Member Absent: Meg Eberly

Town Council Present: Kim Likins

Town Staff Present: Jill Foster, Deputy Director, Community Development

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. Approval of the Minutes
The Committee **approved** the minutes of the October 19, 2015 meeting as presented by general consent.

5. Unfinished Business

Prior to beginning today's Unfinished Business, Chairman Joseph stated that she spoke with Greg DeLoach, Assistant Town Manager, regarding the Committee's upcoming presentation to Town Council. She learned that our Committee presentation would be on Thursday, November 5th, after 2pm at Best Western Sea Island Inn, 1015 Bay Street, Beaufort. The Committee will follow a presentation by the Circle to Circle Committee, and have about 30 minutes to make their (Power Point) presentation to Town Council. This will be followed by an in-depth discussion by Town Council. If Town Council has enough time they will begin the Friday morning presentations after this Committee and discussion about it is done. Chairman Joseph will attend the Town Council's planning discussion which will begin sometime Friday after 8:30. Chairman Joseph encouraged as many Committee members to attend the presentation as possible. They are to be prepared for questions.

Chairman Joseph began a discussion on the draft PowerPoint presentation. She wanted the discussion to focus on staffing of the Office of Cultural Affairs, where it will be, where the

money will come from to fund the position, and what other points to emphasize in the presentation.

Members discussed emphasis in the power point presentation to be on the following:

- Detail the difference in this Committee's effort and focus versus previous efforts;
- Describe the proactive efforts of this Committee in seeking input from groups, especially those who were under-represented in the previous surveys and interviews;
- Provide the number of individuals and groups interviewed or surveyed;
- Inform Town Council that the final report will document ideas given to them by these individuals and groups;
- Inform them of this Committee's effort to study previous data and reports, and our efforts to utilize that data and build upon it with new data;
- Highlight the amount of public support via dollar amount, yet cautioning that this does not mean that it is sufficient to support the kind of future for the arts that is desired.
- Emphasize how the OCA should play a role as a collaborator or facilitator with all the groups, not as their programmer or organizer;
- Highlight the ability of arts and culture to increase the quality of life;
- Discuss the need to bridge the generations through arts and culture; that is, it should focus on being multi-generational;
- Have as handouts a list of who the committee talked to, and one that describes the positive impact on our community's economy.

Chairman Joseph opened the next discussion to ideas for a catchy name for an Office of Cultural Affairs. A suggestion of "Hilton Head Island Cultural and Arts Network" (HHICAN) was discussed, emphasizing an I Can attitude.

The Committee then discussed organizational responsibilities of such a position or network. The Committee should recommend ideas to reduce the start-up costs of such a position (administrative, financial management/accounting, marketing, etc.) and to possibly utilize existing resources within Town government. Councilman Likins reminded them that the Town has a full time Grants Administrator; the Council is in the process of interviewing and hiring a public communications firm which will have arts and culture as one of their directives; and that the Town's Finance Department currently does the accounting for larger groups such as the Island Recreation Center. It was also mentioned that the Director of this Network would probably not require an Administrative Assistant during the first year.

Chairman Joseph described a funding source called Fiscal Sponsorship Fund from the Community Foundation. She outlined this fund in a file shown on the screen called

"Another Option for OCA.doc." The Committee also discussed the advantages and disadvantages to the Network being a 501(c) 3 entity versus a Town position. The need to be self-sustaining was also emphasized by Councilman Likins. It was recommended that the Director of this Network organization should be—at least for the first year or two—a Town employee with an independent Board of Directors. There was a discussion about the definition of self- sustaining. Most of the group felt that they did not want the Network Director to spend their time fundraising, especially in competition with the other non-profits. Self-sustaining might be measured by town taxes generated by the arts. However, the committee members agreed that a financial commitment from the Town was necessary (e.g. 5 years) for the network to be successful into the future.

Chairman Joseph will update the PowerPoint recommendations based on the above discussion, and at the next Committee meeting on November 2th, it will be finalized for Town Council presentation on November 5th. Mary Ann Bastnagel volunteered to assist Chairman Joseph with pictures for the presentation.

6. New Business

None

7. Adjournment

The meeting was adjourned at 5:35 p.m. by general consent.

Submitted By:	Approved By: November 2, 2015
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Jill Foster	Jane Joseph
Deputy Director	Chairman