

TOWN OF HILTON HEAD ISLAND **APPROVED**
Arts and Cultural Strategic Planning Committee Meeting Minutes
November 2, 2015
3:00p.m. – Conference Room # 3

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

Committee Member Absent: Janice Gray, Ben Wolfe

Town Council Present: none

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 26, 2015 meeting as presented by general consent.

5. Unfinished Business

Town Council Annual Workshop: Chairman Joseph presented the agenda for the November 5-7 Town Council Annual Workshop to be held in Beaufort. She is scheduled to present the Committee's recommendations on November 5, Thursday afternoon, after the 3:10pm presentation by the Circle to Circle Committee. Further discussion on arts strategic planning is scheduled to take place Friday afternoon at 1:30pm. Chairman Joseph plans to attend both days. She also will monitor their Friday morning discussion on the Visioning and Master Plan process. She pointed out that on Saturday, the Council will also discuss the Arts Center Building.

American for the Arts Calculator: Chairman Joseph began the discussion by explaining how the Americans for Arts Calculator works. She highlighted key information in the Dropbox Calculator file and discussed how the AFA organization developed models for the calculator. Data is collected from arts organizations and includes the 'ripple down' effect upon other businesses in the community (such as paint stores serving the organizations, etc.) Data also includes dollars collected from the audience and its ripple down effect (use of hotels, restaurants, etc.). The combination of these figures represents the economic impact to our community. The committee discussed the need to revise some

of the numbers in the chart to reflect the correct amount for Hilton Head Island. This will be done before Thursday in anticipation of questions from the Town Council.

Budget for the Office of Cultural Affairs: Chairman Joseph presented a draft budget for a full time HHICAN employee, which also included salaries for a part time grants writer and a social media administrator. It also assumed a satellite office would be established, and included other operating and benefit costs. It was agreed by the Committee that the draft budget for such an organization should not be presented to the Town Council at their Annual November Workshop, but if asked, Chairman Joseph would explain that the Committee is still working on the budget and that a range of dollar amounts (such as a minimum of \$220,000) could be given. Chairman Joseph also informed the Committee that her next step is to determine more precise information on tasks for the HHICAN employee (i.e., visioning, facilitation/coordination, etc.). It was again emphasized that the position would not do programming but instead be a facilitator and advocate for the arts and culture organizations.

Chairman Joseph indicated other files in the Dropbox that she might have as hard copy handouts, including information on who was interviewed and the list of organizations that were surveyed.

Public Communications Firms Interviews: Chairman Joseph updated Committee members on a recent Finance and Administration Committee meeting she attended at where they interviewed the top two firms for a public communications contract with the Town. She described how both firms echoed what our Committee had been stating (good economic impact, higher educational attainment levels, etc.). She stated she believed these interviews helped educate the Council on the need to take firm steps to encourage and assist arts and cultural organizations, and they should back up our Committee's recommendations.

PowerPoint Presentation for Annual Workshop: The Committee reviewed slides compiled by Chairman Joseph that is to be presented at the Annual Workshop. She thanked Maryann Bastnagel for adding graphics to the slides. Editorial comments were made by members of the Committee and the public. Chairman Joseph will revise the presentation and send to Town staff tomorrow for inclusion at the Thursday Annual Workshop. She also thanked everyone for their hard, dedicated work on the research and recommendations.

6. Public Comments

Kathleen Bateson commented on how the current Arts & Cultural Council of Hilton Head might be replaced or merged into a Hilton Head Island Culture & Arts organizations and that the new website and calendar is updated.

Jocelyn Staigar, Government Affairs Director of the Hilton Head Realtors Association, complimented our economic impact analysis and asked if she could have a copy. She also volunteered the Association's assistance in promoting the arts & cultural community.

Eleanor O'Key will send a few slide corrections to Chairman Joseph.

Bud Shea gave the committee some insight as to the history of the ATAX committee and supported the committee's objectives to make Hilton Head Island attractive to educated people who are interested in arts and culture.

7. New Business

There will be no Committee meeting next week.

Chairman Joseph requested Committee members to start thinking about drafting the Final Report to Town Council.

8. Adjournment

The meeting was adjourned at 4:30 p.m. by general consent.

Submitted By:

Approved By:

November 16, 2015

Jill Foster
Deputy Director

Jane Joseph
Chairman