

APPROVED

**TOWN OF HILTON HEAD ISLAND**  
**Arts and Cultural Strategic Planning Committee Meeting Notes**  
**Monday, July 27, 2015**  
**4:00p.m. – Conference Room # 3**

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

Committee Members Participating by Phone: Lisa Snider

Committee Members Absent: Hannah Horne, Bob Lee

Town Council Present: Kim Likins, Tom Lennox and Bill Harkins

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

**1. Call to Order**

Chairman Joseph called the meeting to order and welcomed the committee members, members of Town Council 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 by general consent.

Chairman Joseph began with a review of the upcoming meeting schedule. The next committee meeting will be on **August 17, 2015 at 3:00p.m.** in Conference Room # 3. A motion was **made, seconded, and passed** by general consent to add the following meetings to their schedule: September 28<sup>th</sup> at 3:00pm; October 12<sup>th</sup> at 3:00pm; and October 26<sup>th</sup> at 3:00pm. The complete schedule is now:

**August 10<sup>th</sup> at 3pm – Cancelled**

**August 17<sup>th</sup> at 3pm added**

**August 24<sup>th</sup> at 4pm (Maryann Bastnagel will chair)**

September 9<sup>th</sup> at 3pm (Wednesday)

September 21<sup>st</sup> at 4pm

September 28<sup>th</sup> at 3pm (added)

October 5<sup>th</sup> at 3pm

October 12<sup>th</sup> at 3pm (added)

October 19<sup>th</sup> at 3pm

October 26<sup>th</sup> at 3pm (added)

## **5. Presentation and Discussion—Susan Simmons, Director of Finance**

Chairman Joseph introduced Ms. Susan Simmons, Director of Finance, who spoke on the Town's ability to collect revenues for the arts. She discussed the pros and cons of several funding options if the committee recommended the creation of an arts and cultural umbrella organization.

**ATAX funds:** Although some arts groups receive ATAX funds, Ms. Simmons does not believe ATAX could be a funding option for it, per state law.

**General Funds:** These funds receive revenues via taxes. In order for the arts to be funded via these funds, some other line item would have to be cut since there are no extra monies in these funds. The state has limited the town's ability to increase these revenues via new taxes. It was also pointed out that since non-profit organizations are exempt from paying some taxes, they do not contribute much in the way of tax funds.

**Fees:** Ms. Simmons indicated that a fee could be one avenue for fundraising, as the state does not limit this technique as much as it does in raising taxes. Staff cautioned the Committee that a fee must have a nexus between what it funds and how it is collected. We would also want to be able to collect the fee locally and have it recycle back into the community, not be sent to the state for distribution.

It was discussed that the Town can raise money easier for capital building costs, but we are limited on how to raise money for operating costs. Many grants do not allow for operating costs. It was suggested that the Town could do loans to arts groups if a revenue source could be established.

There was also a discussion on how the Town's affiliated agencies (e.g. Island Recreation Association, LRTA, Coastal Museum, Public Art Committee, USCB, etc.) are funded.

The Committee was reminded that many agencies and organizations are demanding more of Town government, causing more of a financial strain on the Town budget. Ms. Bastnagel pointed out that the 2014 Cultural Planning Group's report showed the local philanthropy efforts were drastically below the national effort. The Committee should concentrate on raising more money via by telling a better story as to why people should donate to the arts on Hilton Head Island (e.g. arts programs and events raise property values, increases economic development, etc.)

Ms. Simmons suggested the Committee could campaign Town Council to make the arts a priority and to set aside funds from the General Fund for the arts.

Chairman Joseph summarized to the Committee that we need to determine what the Town really needs to have and what it costs, then take that to the Town Council for prioritization.

## **5. Unfinished Business**

Chairman Joseph reviewed a few documents located in Dropbox:

**OCA Summary--** Chairman Joseph asked that members read the draft in Dropbox and

send her questions or editorial comments. She reminded the members that the purpose of this document is to ensure that committee members could explain what an OCA is when interviewing constituents to answer our SOW question and that an OCA was not a recommendation yet.

**Introduction to Questions for Interviews**—the verbiage prepared by Lisa Snider was reviewed. Members will add specifics for their constituents and meetings as needed.

**Community Information—Schedule and Deliverables**—Chairman Joseph pointed out the milestones in the document, prepared by Maryann Bastnagel and how it would help the committee to meet an early November Town Council Workshop date. She asked members to study this chart and suggest any additions for it.

**List 3--Speakers for future meetings--** The Committee discussed how to reach out to various organizations in List 3 and what should be the best manner for communicating with them. It was emphasized that the Committee should give them opportunities to speak about their mission, what they do, how they are organized, and their passion. It would give the committee a chance to ask questions and have a dialog with them. It was also mentioned that the representatives should speak for the organization, not as an individual.

Ideas for speakers included:

- a. Organizations on our Constituents list (e.g. One-on-one interviews with some of the main arts/cultural organizations). Rich Speer representing the Arts Center and Eric Esquivel from La Isla were suggested. The three largest revenue organizations are: Arts Center, Symphony and Coastal Discovery Museum. The next three are the Art League, Sandbox and Choral Society.
- b. One or two representatives from the For Profit Gallery meeting
- c. One or two representatives from the For Profit Musicians meeting
- d. One or two representatives from the schools

Chairman Joseph asked the members to read List 3 in Dropbox and send her names of other organizations that should be included, especially arts-related type groups. She will make a list and we will review it for action at the next meeting.

### **Review of the Public Constituency Questions**

Janice Gray reviewed the types of Meetings that could be held for this constituency and the types of questions that would be asked for each group:

- a. Two outreach meetings for the general public at well-known locations (i.e., Palmetto Electric meeting room).
- b. Surveys conducted at two key festivals in September (Latino on the 12<sup>th</sup>; Italian on the 19<sup>th</sup> from 11-4 at Honey Horn)
- c. Meetings at local minority churches
- d. A suggestion was made that it might be helpful to attend meetings that Town Council members have with their constituents.
- e. Another suggestion was to contact the USCB Hospitality Event group (Kathy Olivetti)

It was emphasized that minority groups (Native Islander, Hispanic, ethnic groups) and

younger-aged groups need to be reached, as efforts by the Cultural Planning Group consultants received a large amount of feedback from the higher income, older, non-minority community residents. Other key groups not previously surveyed that we need to reach are musicians, art galleries and schools.

It was also discussed as to whether surveys/meetings should focus on only Hilton Head Island zip code areas or include regional areas such as Bluffton. It was agreed that we should get opinions from non-islanders at festivals but should record their zip codes in the demographics.

Kim Likins pointed out that a translator should be available for interviews with the Hispanic community.

Chairman Joseph requested that during the next 3 weeks Committee members should:

- Decide exactly how they are going to reach their constituencies, dates for meetings, and draft surveys or letters for interviews that each group needs to do. Continue to contact people to set up interviews. The Committee will review progress at the next meeting.
- Complete the sheets in Document Forms that summarize Articles and reports in Dropbox. These should identify what is in each document that is pertinent to the Committee and posted in the Document Contents FORMS in the ACSP Committee Work Products file.

Public Comments – There were none.

## 6. Adjournment

The meeting was adjourned at 6:00 p.m. by general consent.

Submitted By:

Approved By:

August 17, 2015

---

Jill Foster  
Deputy Director

---

Jane Joseph  
Chairman