

**TOWN OF HILTON HEAD ISLAND** APPROVED  
**Arts and Cultural Strategic Planning Committee Meeting Minutes**  
**Wednesday, September 21, 2015**  
**4:00p.m. – Conference Room # 3**

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

Town Council Present: Kim Likins and John McCann

Town Staff Present: Kathleen Carlin, Administrative Assistant

**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 Meeting Minutes**

The committee **approved** the minutes of the September 9, 2015 meeting as submitted by general consent.

**5. Presentation and Discussion**

Chairman Joseph introduced today's guest speakers and requested that they make their presentations.

Denise Spencer, President & CEO, Community Foundation

*(A copy of Denise Spencer's presentation is attached to the approve minutes)*

Ms. Spencer reviewed the inception and role of the Community Foundation and discussed support of the community by their grants. Ms. Spencer specifically highlighted the grants available and made to the Arts, Cultural and History segments of our community. She also addressed the granting process and the criteria used. Ms. Spencer discussed other types of grants such as Organizational Development grants to improve the way non-profit organizations are managed. Finally, she explained the Public Arts process and the Community Foundation's role with the Town. Responding to questions from the committee, Ms. Spencer noted that the Town is responsible for placement of Public Art and that if an Office of Cultural Affairs was put in place that the Community Foundation would collaborate with them as they do with numerous community organizations and local governments. Ms. Spencer also stated that the Community Foundation has done a lot of

capital projects but recently have reduced multi-year grants. Chairman Joseph thanked Ms. Spencer and introduced the next speaker.

Rex Garniewicz, President & CEO, Coastal Discovery Museum

Mr. Garniewicz stated that the Coastal Discovery Museum is moving to adjust their focus from teaching to “doing things” and encouraging people to take action.

Their values are: Community, Learning, Stewardship/Environment, Art Collections, Integrity and Sustainable. They recently received a South Carolina Arts Council grant to teach Basket Making, a way to get people to connect to the arts with hands on activity. The organization sees its role as a hub to connect people (e.g. tourists to history). Currently a 9 person fine arts exhibit is showing at the museum and the organization will participate in the Arkhaios Film Festival, which is continuing to grow. They are considering adding a curator to the museum, especially to work with children and have an aggressive growth plan.

Mr. Garniewicz said that an Office of Cultural Affairs would help the arts and cultural activities fit into an island-wide strategy and a common calendar would be a help to organizations trying to plan their annual calendar of events. He also favored having a support network to help negotiate with the town on visitor vs. resident activities. He would like to see the VCB use more funds for arts and cultural advertising.

For Coastal Discovery, it is new programming that drives visitors. 54% of their revenue comes from program earnings. They would like it to be higher. The back office activities add to their costs (they have only 6 staff members and many volunteers). Chairman Joseph thanked Mr. Garniewica and introduced the next speaker.

Rich Speer, Chairman of the Board of Trustees, Arts Center of Coastal Carolina

*(A copy of Rich Speer’s presentation is attached to the approved minutes)*

Mr. Rich Speer spoke on behalf of the Arts Center of Coastal Carolina. Ms. Kathleen Bateson, President & CEO, was also in attendance.

The presentation included a description of the Arts Center’s history, Business Model, Financial Performance, economic impact on the local area, program calendar, July 2015 survey results and the importance of Arts on Hilton Head.

Mr. Speers stressed the importance of the arts in the fabric of our lives. He pointed out that South Carolina’s other 13 performing arts centers all have University or municipal support. His presentation contained many statistics about the value that the Arts Center brings to the community as well as the value to people in terms of lifestyle. He pointed out that the greatest need of the Arts Center is an ongoing source of funds for their facility, which is aging and needs much in the way of improvements. The Arts Center believes that the Town should be taking on a role in this area. He also recommended that the Town do a major economic impact study using a consistent formula for evaluating the impact of Arts on our community. Chairman Joseph thanked Mr. Speers and introduced the next speaker.

Lee Wilwerding, President World Affairs Council, Hilton Head:

The World Affairs Council of Hilton Head is a member-supported organization which focuses on intellectual/cultural needs of the community. There were 970 members last year and this year they expect over 1,000. 75% of the members are Hilton Head residents and 85% of the members typically renew their memberships each year. Their Friday morning presentations average 550 attendees at First Presbyterian Church, which is the only facility with ample space. WAC feels that there is a price sensitivity for their presentations and has charged the same \$95 for the past three years.

WAC believes that the island is a draw for speakers, especially with over 500 people who are engaged and asking challenging questions. They began a four session Evening Speaker Series from January – April to try to draw younger participants. They used local talent for the speakers. 40% of people who attended were working people in the community. They liked the idea of a community calendar. Chairman Joseph thanked Mr. Wilwerding for his presentation.

## **6. New Business**

Lisa Snider and Bob Lee presented their study of Cities and Towns.

*(A copy of the City/Towns presentation is attached to the approved minutes)*

Ms. Lisa Snider began by stating that their investigation showed that people generally will not move to a city because it has Arts & culture but might NOT move if it didn't. A list of the cities that were contacted included some which they visited or interviewed and other cities where specific Best Practices were pursued. Most towns that did economic impact studies used the Americans for the Arts formula but many did not do economic impact analysis because they looked at funding arts & culture as a lifestyle issue. Economic impact analysis was more important in SC cities.

Most towns had some sort of central arts & culture organization with very different structures (non-profit and governmental) and funding by very different vehicles, depending on the location and funding laws and practices. These organizations also have different roles and responsibilities depending on the community's needs. Issues that the cities and towns faced are similar to those which we have here including inconsistent funding, competing demand for funds, building buy-in from various constituencies, and differing definitions of success.

Ms. Snider reviewed common themes, which included supporting festivals, arts districts, collaboration between public, for profit and non-profit organizations and funding. A list of what worked includes making arts and culture a priority, public/private collaboration, an arts and cultural calendar, Arts and Cultural committee recommending grants to the Town Council, public art funding and placement, funding to arts non-profits and having a Community Foundation to support the arts. Specific examples were given for all of these items and there are pros and cons associated with many of them.

Chairman Joseph thanked Lisa and Bob for their work. She then stated that due to time constraints with the Community Forum starting at 7:00p.m. that we will defer remaining items to the next meeting.

**7. Adjournment**

The meeting was adjourned at 6:20 p.m.by general consent.

Submitted By:

Approved By:

October 5, 2015

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Kathleen Carlin  
Secretary

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Jane Joseph  
Chairman