

TOWN OF HILTON HEAD ISLAND
Community Services Committee
Workshop Meeting
Tuesday, March 24, 2015
9:00a.m. – Conference Room # 3

Members Present: Chairman Kim Likins, Lee Edwards and Marc Grant

Members Absent: None

Town Council Present: None

Town Staff Present: Charles Cousins, *Director Community Development*
Jill Foster, *Deputy Director, Community Development*
Susan Simmons, *Director of Finance*
Kathleen Carlin, *Administrative Assistant*

1. Call to Order

Chairman Likins called the Workshop to order at 9:00a.m.

2. Freedom of Information Act 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. New Business

a) **Discussion of the mission for the Arts Initiative**

Chairman Likins stated that today's Workshop is an organizational opportunity for the committee to come together to share their thoughts and ideas. No decisions will be made today.

Chairman Likins stated that she has met with numerous arts organizations to share their ideas. Recently the Arts & Cultural Council invited Chairman Likins to attend one of their meetings. The Arts & Cultural Council was interested in learning more about the Town's Art Initiative including the end goal. Chairman Likins stated that the first step in the process is defining a mission for the Arts Initiative.

Chairman Likins stated that she has spent a great deal of time researching art initiatives throughout the state. Rock Hill was recently given the distinction of being a Cultural District. Rock Hill is the first city in the state to be given this distinction. Chairman Likins stated that York County worked with a consultant to help them define the Arts Initiative mission and values.

The committee suggested that they might consider inviting Rock Hill (and other like communities) to visit the island to share their thoughts and ideas on developing an Arts Initiative. The committee stated the importance of thinking long term – 25 years

in the future - when developing an Arts Initiative. We need to think about the interests of future generations; future generations may be more interested in digital arts than what we see today.

The committee stated the need for conducting surveys to gather needed information. The committee discussed possibly taking a trip to Rock Hill, Charleston, Savannah or other places that have a more formulated plan for an Arts Center. The committee stated that we need to figure out, as a government, what role we want to play.

The committee discussed a mission statement. Chairman Likins stated that a mission is more of a “who and what statement” whereas a vision is more like “a road map”. Chairman Likins shared the following potential mission statement with the committee:

“To support the advancement of a rich and diverse arts and cultural environment that enriches the lives of our residents and guests.”

The committee discussed changing one of the words in the mission statement – replacing “environment” with “destination”. The revised mission statement is as follows:

“To support the advancement of a rich and diverse arts and cultural destination that enriches the lives of our residents and guests.”

The committee stated that they like the proposed mission statement. The committee agreed that Hilton Head Island could become an arts destination. The committee stated that the arts community should be invited to present their ideas to the committee.

The committee recommended that a task force, or a subcommittee, be appointed with perhaps three members of the arts community. The committee agreed that the town needs to do more to support the arts community.

The committee recommended the consideration of an economic impact study. Town staff will need to provide the financial threshold that we can afford for a long-term commitment to the Arts.

The committee briefly discussed the issue of a venue. The committee stated that it would be best not to focus on a venue at this time. The committee needs to focus on the end result. We would like to see strong arts and cultural life here on Hilton Head Island that people will want to come and visit. We want to show that the Town is very supportive of the arts.

The committee discussed the need to become educated on both current trends and future trends of the Arts. Perhaps we should consider working with an art consulting firm. Education long term will be important.

Chairman Likins presented statements regarding next steps. The committee needs to develop an inclusive object statement. The task would be to develop a Comprehensive Arts Study by June 15, 2015. The committee needs to do the following:

1. Establish the long term goal.
2. Create four or five objectives.
3. Create new tasks including specific dates.

Key individuals should include members of the arts community as well as members who appreciate the arts and who want to support the arts (these individuals should ideally have a strong business background.) The committee would like to ask Town Council to create a subcommittee and seed it with several individuals.

Chairman Likins requested that staff assist the committee with investigating other communities as well as with funding capacity.

Chairman Likins stated that the Community Services Committee will meet in Council Chambers at 10:00a.m for their regular meeting. Chairman Likins will present details of this morning's Workshop at the meeting.

1) Adjournment

The workshop meeting was adjourned at 9:50a.m by general consent.

Submitted by:

Approved by:

April 13, 2015

Kathleen Carlin
Administrative Assistant

Kim Likins
Chairman