

**TOWN OF HILTON HEAD ISLAND**  
**Community Services Committee Meeting**  
**Monday, April 13, 2015 at 9:00a.m**  
**Benjamin M. Racusin Council Chambers**

**Approved**

Members Present: Chairman Kim Likins, Lee Edwards and Marc Grant (9:40a.m arrival)

Members Absent: None

Town Council Present: Mayor Pro Tem Bill Harkins

Town Staff Present: Jill Foster, *Deputy Director, Community Development*  
Brian Hulbert, *Staff Attorney*  
Kathleen Carlin, *Administrative Assistant*

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**1. Call to Order**

Chairman Likins called the meeting 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. Approval of Minutes**

Mr. Edwards made a **motion** to **approve** the minutes of the March 24, 2015 meeting as submitted. Chairman Likins **seconded** the motion and the motion **passed** with a vote of 2-0-0.

**4. Unfinished Business**

None

**5. New Business**

**Discussion of the Mission Statement, the Goal, and the Objectives for the Hilton Head Island Arts and Cultural Initiative**

Chairman Likins stated that the committee held an organizational workshop meeting this morning at 8:30a.m. The committee reviewed the Town of Hilton Head Island Arts and Cultural mission statement, the goal, and the objectives. As a result, the committee is recommending that a couple of changes be made to the list of objectives. The committee stated the need to focus on attainable objectives as the reason for making these changes. Chairman Likins stated that the changes will be reviewed today and the committee will invite public comments on them.

Chairman Likins stated that the committee would like to form a sub-committee of individuals from the community to represent the Arts and Cultural Initiative. Some of the sub-committee members will have an arts and cultural background while other sub-committee members will

bring other skill sets (including a passion for the arts) which will benefit the committee in accomplishing their goals and objectives. Chairman Likins stated that the formation of the sub-committee will represent Part II of the mission and will follow the committee's work on the mission statement, the goal and the objectives. Chairman Likins stated that the committee is recommending the mission statement:

Town of Hilton Head Island Arts and Cultural Mission Statement

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

Chairman Likins stated that the mission statement includes comments provided by the public at prior meetings. Chairman Likins requested public comments on the mission statement and the following were received:

- 1) Ms. Kathi Bateson, representative of The Arts and Cultural Council, presented general comments regarding the content of the Mission Statement.
- 2) Mr. Terry Heron presented general comments in support of the Mission Statement.

Chairman Likins thanked the public for their input and moved to a discussion of the goal and the objectives. Once the goal and the objectives are solidified they will be forwarded to Town Council for their approval. Chairman Likins stated that as a result of previous discussions, the language of the goal has changed a bit. The committee recommends the following language:

Town of Hilton Head Island Arts and Cultural Goal

“Determine the role of Town Government and Other Entities in supporting the Arts and Cultural Organizations.”

The committee stated that ‘other entities’ was added to the goal because the committee would like to be sure to include entities including USCB, The Technical College of the Lowcountry, SCAD, and the Chamber of Commerce that can help the Town meet their goals and objectives. Chairman Likins requested public comments on the goal and the following were received:

- 1) Ms. Jane Joseph recommended that the language for the goal be made broad enough to support other types of organizations such as festivals and one-time events.
- 2) Mr. Terry Heron recommended that the committee consider a bigger initiative in the future. Mr. Heron recommended the consideration of a coalition with Bluffton or with other local communities.

Chairman Likins thanked the public for their input. Chairman Likins then presented a brief background on the six objectives. The committee stated that they have discussed the list of

objectives and believe that the first four objectives are the most achievable. The first four objectives are:

- a) Economic Impact Objective: Determine whether the economic impact of the Arts and Cultural organizations is large enough for the Town or other entities to increase support through various methods.
- b) Collaborative Objective: Determine if the Town or other entities should play a role in furthering the collaborative efforts of the Arts and Cultural organizations.
- c) Future Arts Community Objective: Determine what the Arts community would look like in the future (2030) to be as self-sustaining as possible.
- d) Financial Objective: Determine if the Town or other entities should financially support the Arts and Cultural initiative and in what areas (facilities, programming or collaboration); and if so, how (method, distribution, amount, etc.)

The committee agreed that the last two objectives on the list (the Facilities Objective and the Programming Objective) should be removed because they are not as attainable and should not be the primary focus.

Chairman Likins stated that there are questions related to the four recommended objectives. For example, under the Collaborative Objective, what techniques can be done by the Town to assist in the collaboration efforts of the Arts and Cultural organizations? (i.e. marketing, publicity, etc.)

Would the Arts organizations and the Town benefit from the creation of an Arts Commission? If so, what would they do? Who would be responsible for its organization and operation? What about the creation of an Office of Cultural Affairs? If created, what would they do? Who would be responsible for its organization and operation? Would the Arts organizations and the Town benefit from a partnership with a university? If so, how would the relationship work? Chairman Likins stated that these are the types of questions that will be before the sub-committee.

The committee then discussed the timing and the formation of the sub-committee as well as the methodology that will be used. Chairman Likins stated that she has worked on a tentative timing schedule with Ms. Jill Foster. Chairman Likins stated that the committee would like to have Town Council approve the mission statement, the goal and the recommended objectives no later than Town Council's May 5<sup>th</sup> meeting.

Mr. Edwards asked if the committee can present the mission statement, the goal and the recommended objectives to Town Council and have them approved the same day. Brian Hulbert, Staff Attorney, stated that these types of presentations have traditionally been made to Town Council for their review first and then approved at a later time. Mr. Hulbert stated that the Mayor will need to approve any deviation from this procedure.

Chairman Likins then requested public comments on the list of objectives and the following were received:

- 1) Mr. Terry Heron recommended that the committee support the historical, cultural, and eco-related aspects of the island. Eco-tourism, education and experiences should be included in redefining the island as a destination.
- 2) Ms. Kathi Bateson, representative of The Arts and Cultural Council, presented statements in overall support of the objectives. Ms. Bateson recommended that the committee keep the Facilities Objective on the list.

At the completion of public comments on the objectives, Chairman Likins requested that a motion be made on the mission statement, the goal, and the four objectives.

Mr. Edwards made a **motion** to forward the Mission Statement as presented, the Goal as modified, and the top four Objectives to Town Council with a recommendation of **approval**. Chairman Likins **seconded** the motion and the motion **passed** with a vote of 3-0-0.

The committee then moved to a discussion of the sub-committee. The committee needs to consider how the sub-committee will be formed. The committee discussed the application process for sub-committee members. Some of the larger arts organizations will probably want to be represented. The committee will also want to speak to some of the smaller organizations.

Mr. Grant recommended that the committee interview the members and appoint a chair and vice chair. The chair and vice chair can be given the authority to appoint the remaining sub-committee members. The Community Services Committee can oversee the process. Chairman Likins stated that she believes that the sub-committee appointments are too important to turn over to just two individuals.

Mr. Edwards recommended that the committee consider soliciting applications from interested individuals and then, as a committee, select the members for the sub-committee. The new sub-committee can select their chairperson. The committee stated that seven or nine members should make up the sub-committee. The public will be encouraged to participate in public hearings and CSC members should attend as many meetings as possible.

The committee agreed that representatives from the following three organizations are recommended: (1) The Hilton Head Symphony Orchestra; (2) The Hilton Head Arts Center; and (3) The Hilton Head Art League.

Chairman Likins stated that she would also like to see someone from the “X or Y” generation on the sub-committee. It would be helpful to have a young person’s perspective on the importance of the arts. The committee stated that diversity will be very important. Membership should ideally include a representative of the Native Islander community and a representative of the Latino community. The projected timeframe is 4 – 6 months.

Following final comments, Chairman Likins requested that a motion be made for the formation of the sub-committee based on the recommendations and time constraints discussed today.

Mr. Edwards made a **motion** to recommend the formation of a sub-committee to be approved by Town Council. The sub-committee should be made up of seven to nine members. Diversity in membership will be important. The committee recommends representation from the following groups: (1) The Hilton Head Symphony Orchestra; (2) The Hilton Head Arts Center; (3) The Hilton Head Art League; (4) a young member of the “X or Y” generation; (5) a member of the Native Islander community; and (7) a member of the Latino community. The projected timeframe is four to six months. Mr. Grant **seconded** the motion and the motion **passed** with a vote of 3-0-0.

Chairman Likins then requested a motion for adjournment. Mr. Edwards made a **motion** to adjourn the meeting. Mr. Grant **seconded** the motion and the motion **passed** with a vote of 3-0-0.

**5) Adjournment**

The meeting was adjourned at 9:55a.m.

Submitted by:

Approved by:

April 28, 2015

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Kathleen Carlin  
Administrative Assistant

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Kim Likins  
Chairman