

**TOWN OF HILTON HEAD ISLAND**  
**Venue Committee Meeting**  
**June 2, 2016**  
**9:00a.m. – Benjamin M. Racusin Council Chambers**

Committee Members Present: Chairman Cindy Creamer, Vice Chairman Jane Joseph, Karen Attaway, Dan Castro, Charlie Clark, Juliann Foster, Rex Garniewicz, Florry Gibbes, Terry Herron, Bob Lee, Tim Ridge, Gregg Russell, Suzanne Thompson

Committee Members Absent: Gil Campbell, Lili Coleman

Town Council Present: Kim Likins, Tom Lennox

Town Staff Present: Brian Hulbert, Staff Attorney; Tom Fultz, Director of Administrative Services; Jill Foster, Deputy Director of Community Development; Teresa Haley, Administrative Assistant

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**1. Call to Order**

**2. Freedom of Information Act Compliance**

Public notification of this meeting has been published, posted, and mailed in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.

**3. Approval of Agenda**

The Venue Committee **approved** the agenda as submitted by general consent.

**4. Approval of Meeting Minutes – May 19, 2016**

The Venue Committee **approved** the minutes of the May 19, 2016 meeting as presented by general consent.

**5. Unfinished Business**

a) Task Team Updates to Finalize Interview Lists, Questions to Ask, Interview Methods:

Chairman Creamer requested that each Task Team present any updated and new information since the last Committee meeting.

i) Task Team 1: Arts, Cultural, History Organizations & Schools

Ms. Attaway indicated that Team 1 had prepared and finalized a survey. However, upon review by a communications expert, the survey was deemed too complex and will need further refinement. Vice Chairman Joseph inquired as to the Team's expectations of the number of surveys that will be completed. The Team expects that upon modification of the survey to include fewer questions with a broader scope, more responses will be received.

ii) Task Team 2: Public & Business Community

Ms. Thompson highlighted Team 2's following key points in reaching the Public and Business communities: confirm the ability to utilize the services of Dr. Salazar (USCB); develop and administer surveys, perhaps with the use of incentives; and conduct focus groups. Ms. Thompson inquired as to the use of Dr. Salazar's services. Ms. Jill Foster indicated that a detailed scope of work for Dr. Salazar is required and will need to be reviewed by Town Staff. Ms. Thompson inquired as to providing incentives to complete surveys. Mr. Hulbert stated that using public money for incentives is problematic and suggested an alternative solution may be charitable donations. Mr. Hulbert stated that the Committee has to be cautious of how donations are solicited. Team 2 presented methods for conducting focus groups, and the Committee discussed these along with further considerations for randomized surveys and public forums.

The Committee further discussed the potential need for the Task Teams to compare the people and groups to be surveyed and the questions that will be asked, so that efforts are not duplicated. The Committee and Ms. Likins discussed the option of a professional review of the survey questions.

### iii) Task Team 3: Other Cities & Research

Mr. Russell presented specific towns and cities with venues, the questions to be asked of them, and the methods to obtaining such information. Mr. Herron presented local hotels engaged in the convention business, the questions to be asked, and strategies for contacting such businesses. The Committee discussed proposing questions to hotels regarding their ability to fill a facility and as to their willingness to invest in a new facility. The Committee noted that if it is determined that a new facility is needed, then multiple sources of funding may be required. Mr. Herron further presented a list of non-profit organizations and event planners, the questions to ask of them, and the methods for contacting them. The Team highlighted reaching out to nearby town officials. Ms. Likins indicated that Mayor Bennett has talked with other nearby Mayors and made them aware of this Committee. Mr. Castro then presented information on researching locations and financial considerations in this process. Mr. Castro provided an update on working with Town Staff to determine available Town owned properties and applicable ordinances and zoning codes and the need to also look at privately owned property. Mr. Castro discussed the determination for a consultant's advice regarding financial considerations. The Committee discussed at length the financial aspects of a facility.

Chairman Creamer asked for a motion to approve the current work plans of all three Task Teams with the understanding that modifications of the plans may be made and significant ones will be brought back to the Committee. Ms. Foster made a motion of **approval** and Vice Chairman Joseph **seconded**. The motion **passed** unanimously.

### b) Finalize Scope of Work for Consultants

Chairman Creamer stated that following this meeting she, Vice Chairman Joseph and Mr. Ridge will discuss finalizing the scope of work for consultants and drafting the RFP. One member of the public inquired as to such meeting being open to the public. Mr. Hulbert noted that the meeting of three members does not constitute a quorum, and therefore is not required to be public. The final draft will be made available to the Committee.

Chairman Creamer noted that Town Council is going to discuss in their upcoming meetings a budget for the Committee.

**6. New Business – None**

**7. Administrative Details**

a) Schedule Review

Chairman Creamer presented a review of the Committee’s timeline from now through December when the Committee is to present to Town Council.

Chairman Creamer talked about the Committee having speakers present in upcoming meetings. Ms. Likins stated that the Committee may want to have larger organizations, such as the Arts Center, present in an upcoming meeting. Ms. Likins noted that the Arts & Cultural Strategic Planning Committee had done this and we would not want to duplicate efforts, but perhaps have organizations speak as to their venue needs.

Ms. Likins provided an update regarding work with the Communications Firm and asked the Committee to provide any feedback throughout the process. Ms. Likins and the Committee discussed at length various concerns and possible solutions to present to the Communications Firm.

**8. Appearance by Citizens**

Mr. Jim Willard, Chairman of the Board of Hilton Head Symphony Orchestra, expressed appreciation toward the Committee. Mr. Willard asked for clarification regarding the premise of the surveys and noted the importance of wording survey questions. Mr. Willard asked for direction on how to communicate support of the Committee, particularly, with letters to the editor. Mr. Willard also spoke to the following: how to drive revenue stream for support; and statistics regarding the Island ranking number two in North America, holding over 2.5 million visitors, and it is one of the most mentioned islands on social media.

Ms. Kathy Bateson, President/CEO of the Arts Center, suggested that a series of letters to the editor be submitted. Ms. Bateson described the vision process of the city of Florence and how valuable it could be to the Town of Hilton Head Island.

Councilman Tom Lennox commended Ms. Likins, Chairman Creamer, Vice Chairman Joseph, and the Committee. Mr. Lennox provided statements and direction regarding the pursuit of financial information on existing venues. Mr. Lennox commented as to the need for the Committee to disconnect from the recent negative comments in the media and the Committee’s scope of work with regard to the analysis of the current state of a venue as it pertains to arts, entertainment, and culture on Hilton Head Island.

**9. Adjournment**

The meeting was adjourned at 11:00a.m.

Submitted By:

Approved By:

06/16/2016

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Teresa Haley  
Administrative Assistant

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Cindy Creamer  
Chairman