



Town of Hilton Head Island
Arts and Cultural Strategic Planning
Committee Meeting
October 5, 2015 at 3:00 p.m.
CONFERENCE ROOM 3
AGENDA

As a Courtesy to Others Please Turn Off/Silence All Mobile Devices During
the Town Meeting

- 1) Call to Order**
- 2) FOIA 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 the Agenda**
- 4) Approval of Minutes –**
 - A. Approval of September 21, 2015 Regular Meeting Minutes
 - B. Approval of September 28, 2015 Regular Meeting Minutes
- 5) Unfinished Business**
Continue presentations by the committee teams summarizing the findings for the constituency that they interviewed and researched.
- 5) New Business**
Discussion: Common Themes List & Committee Recommendations
- 6) Adjournment**

Please note that a quorum of Town Council may result if a majority of their members attend this meeting.

TOWN OF HILTON HEAD ISLAND DRAFT
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:

Kathleen Carlin
Secretary

Jane Joseph
Chairman

DRAFT

TOWN OF HILTON HEAD ISLAND DRAFT
Arts and Cultural Strategic Planning Committee Meeting Minutes
September 28, 2015
3:00p.m. – Conference Room # 3

Committee Members Present: Chairman Jane Joseph, Jim Collett, Meg Eberly, Bob Lee, Lisa Snider and Ben Wolfe (by phone)

Committee Members Absent: Vice Chairman Maryann Bastnagel, Janice Gray, Hannah Horne

Town Council Present: Kim Likins and Tom Lennox

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

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. Presentation and Discussion:

Chairman Joseph introduced today's guest speaker and requested that she make her presentation.

Mary Briggs, President & CEO, Hilton Head Island Symphony Orchestra

Ms. Briggs gave a summary of the Symphony Orchestra's history. Eight years ago at the beginning of the Recession, the Orchestra was challenged by the slowing economy and lack of public interest in their events. The united 24-member Board determined they needed to make an artistic change in spite of pushback, and to focus on 'going forward.' They pared down expenses by 20% each year and tapped into their reserve fund. The Board did not re-new the music director's contract, but hired a new music director who turned things around so that today the Orchestra is financially and artistically strong, with a business model based on actuals of the previous year and upcoming trends. They have 3 full time employees and 6 part time employees, with a union for the musicians, which worked with the Board to create the healthy condition they are in today. They receive around 40% income from ticket sales, 40% from private donations, 10% from the ATAX, and 10% from business donations. In 2014, their attendance at events was 12,000, with 2,000 students participating in youth programs. This did not include their attendance at Symphony Under the Stars. This event attracts younger attendees (over age 40) as opposed to other events (over age 60).

Ms. Briggs explained their goal is to unite, inspire, and enrich the Lowcountry through music, focusing on local and regional young musicians, and to enrich via educational programs and collaboration with other groups. She explained the collaborative efforts they have with the Art League of Hilton Head Island, the Hilton Head Dance Theatre, and the Choral Society.

Ms. Briggs described their 3 major functions: 1) 17 orchestra events/year with family-priced tickets; 2) an international piano competition which will be live streamed (this year they received 149 applicants), and 3) youth programs via musicians teaching in schools and at the Boys and Girls Club.

Obstacles for the Orchestra were described as: 1) could be more successful if all the arts are celebrated together; and 2) the constraining church and Arts Center venues (church pews, sound in some areas, what music they can play, time for all concerts and practice sessions, conflicts with church event schedules) and with lack of opportunity for growth due to limited space. The cost at the church is \$42,000/year and \$9,000 at the Arts Center. The inability for the Orchestra to expand their attendance and programs is hurting them, as they cannot stay stagnant or they will 'go backwards.' They have grown to 1000 tickets subscribers this year. An ideal Concert Hall setting would contain 1200-1500 seats with good acoustics at each seat. The Orchestra needs Town help with such a hall, but can also help to get private funds to support its construction. The time to get this done is challenging to them.

Ms. Briggs outlined areas the Orchestra supports: 1) creation of an Office of Cultural Affairs (with Town and Chamber of Commerce support); 2) the Town giving more direction to the Chamber for marketing the Island as an Arts Destination and not just for golf, beach, and tennis; 3) the creation of a shared calendar of events; and 4) assistance in planning for the arts in the future of the Town. They are also looking at ways to attract younger attendees (having shorter concerts, different locations other than a church), and having more music events to celebrate Island Gullah and Latino cultures.

Chairman Joseph thanked Ms. Briggs for her presentation.

5. New Business

The Committee discussed Janice Gray's power point presentation on the Residents Survey taken at the Latino and Italian Festivals, a Native Islander Church and at 2 Community Forums held in September. They found out the results were similar to the survey completed by the Cultural Planning Group in 2014.

Jim Collett discussed the African Children's Festival where 650 people showed up as an example of the kind of program that can draw a very diverse audience in terms of age and ethnicity. The Jr. Jazz Festival was cited as a similar type of program.

The Committee also discussed the need to have other funds available for any new central 501(c)(3) group so that all arts organizations would not 'feed from the same trough.' They

discussed different ideas such as having a ‘Day for the Arts’ event, which could possibly become a fund-raiser for a central arts organization. This is similar to a ‘Stampede’ event held in Hopewell Valley, NJ where fiberglass steers were painted by groups and auctioned off and events in many other arts towns.

Chairman Joseph described a recent event held at Penn Center by the SC Arts Commission, where speakers from ArtPlace America (www.artplaceamerica.org) discussed a set of grants to create ‘models to solve’ ten community problems, such as Public Safety and Economic Development. Their goal is to use the arts for creative place making in problem solving. These grants range from \$50,000-500,000. South Carolina is one of seven states which has not yet applied for these grants. This is a 10-year program (ending 2020), which will award 25 grants/year. Other attendees from Beaufort and Bluffton suggested applying as a county to tackle bringing diverse ethnic groups together.

Chairman Joseph announced that at the next meeting, Ms. Eberly will present the results of her surveys. The four October meetings of the Committee will focus on their proposed recommendations. Chairman Joseph emphasized that she wants the Committee members to feel good about their final recommendations and to reach consensus. She would like everyone to voice their opinions and find compromise if needed.

Councilman Kim Likins also discussed the possibility of a presentation at the November Town Council workshop. Councilman Likins said that because the Arts and Cultural Strategic Planning Committee is a Council-created special committee, similar to the Circle to Circle Committee, that the new facilitator hired to conduct the Workshop thought it was appropriate for a presentation.

Chairman Joseph asked that for the next meeting, all Committee members take their Statement of Work and think about what their answers would be to each item, and be ready to discuss those ideas with the other Committee members. The Committee will determine which to keep, which to combine, and which to put into something like an appendix for future reference.

6. Public comment

Jo Qualiana introduced her company, HiltonHeadNightOut.com as a free calendar for the community open to all who want to post on it.

7. Adjournment

The meeting was adjourned at 4:58 p.m. by general consent.

Submitted By:

Approved By:

Jill Foster
Secretary

Jane Joseph
Chairman