



**Town of Hilton Head Island  
Arts and Cultural Strategic Planning  
Committee Meeting**

**June 15, 2015 at 3:00 p.m.**

**BENJAMIN M. RACUSIN COUNCIL CHAMBERS**

**AGENDA**

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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 the Minutes-** Notes of June 1, 2015 Regular Meeting
- 5) Unfinished Business** (none)
- 6) New Business**
  - A. Status of Cultural Planning Group Report (Kim Likins)
  - B. Discussion — Who do we need to contact? (Arts and Cultural organizations, Other Constituencies, Towns/Cities)
  - C. Discussion — What questions do we need to ask of these groups? (Note: includes data already available in other studies)
  - D. Discussion – How to best engage Arts & Cultural groups and the Community (Other Constituencies) Examples: focus groups; web-based survey, other outreach activities)
  - E. Discussion — How should we organize ourselves to get this work done? (e.g., the engagement of the groups we have identified)
- 7) 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 Notes**  
**Monday, June 1, 2015**  
**3:00p.m. – Benjamin M. Racusin Council Chambers**

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

Committee Members Absent: Lisa Snider

Town Council Present: Kim Likins and Tom Lennox

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

**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**

The agenda was approved as submitted by general consent.

**4. Approval of Meeting Notes**

None

**5. Unfinished Business**

None

**6. New Business**

A. Introduction of Committee Members

Chairman Joseph welcomed the new committee members and requested that they introduce themselves to the group. The committee members introduced themselves and presented a brief summary of their professional backgrounds.

B. Freedom of Information Act (FOIA)/Ethics Discussion

Chairman Joseph requested that Brian Hulbert, Staff Attorney, make his presentation on the Freedom of Information Act (FOIA) and Ethics.

Mr. Hulbert reviewed the purpose and the intent of Open Meetings, Public Notices, and Public Records. All open meetings are open to the public. Work sessions are considered public meetings and are subject to FOIA requirements. The committee

must give written public notice of regular meetings for 2015. Chairman Joseph stated that the committee plans to approve their 2015 Meeting Schedule today.

Mr. Hulbert reviewed the rules of procedure regarding Public Notices and Public Records. Mr. Hulbert also discussed Ethics. Following his presentation, Mr. Hulbert distributed a “*Freedom of Information at a Glance*” handout to the committee. Mr. Hulbert encouraged the committee to contact him if they have further questions regarding FOIA requirements or Ethics.

C. Committee Meeting Rules

Chairman Joseph reviewed the rules of procedure regarding Meeting Etiquette and the acceptance of Public Input at committee meetings. Chairman Joseph stated that public input is strongly encouraged at all meetings.

D. Meeting Schedule Discussion and Approval

Chairman Joseph and the committee discussed the 2015 Meeting Schedule, with special emphasis given to June and July. A quorum of at least five members is required to hold business meetings.

The committee recommended that a couple of revisions be made to the calendar based on the availability of members during the summer. The committee approved the 2015 Meeting Schedule as revised. The staff will incorporate the recommended revisions and will include the approved Meeting Schedule in the June 15<sup>th</sup> meeting packet. All nine committee members are expected to attend the June 15<sup>th</sup> meeting.

E. Scope of Work Discussion

Chairman Joseph and the committee discussed the Scope of Work. The Town Arts and Cultural Mission Statement is “*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.*”

The committee’s Goal is: “*To determine the role, if any, of Town Government and other entities in supporting the Island’s Arts and Cultural Organizations.*” The committee discussed the Objectives: (1) Economic Impact Objective; (2) Collaborative Objective; (3) Future Arts Community Objective; and (4) Financing Objective. Chairman Joseph and the members also reviewed the committee’s Expectations (including monthly status reports to the Community Services Committee).

Chairman Joseph and the committee then discussed the Proposed Format and the Timeline for Progress. The committee reviewed a draft sample of a Final Report – Outline. The committee will strive to provide recommendations with financial justification to Town Council in time for their annual retreat in December. A final report will be presented at a later time.

F. Future Handouts Format Discussion (digital vs hardcopy)

Chairman Joseph and the committee discussed the format of future handouts (digital vs. hardcopy). All committee members stated that they are comfortable with the submission of digital copies vs. hardcopies. The committee discussed the idea of creating a digital repository for future materials (general/FYI materials). The committee discussed the use of a ‘drop box’ account for this purpose. The staff will check into the feasibility of this idea with the staff attorney and the Town’s Website Administrator.

G. Next Meeting to discuss Potential Assignments

Chairman Joseph and the committee discussed potential assignments for research purposes. Chairman Joseph and the committee discussed a staff handout entitled, *“Building a Bridge to the Future for Arts and Culture on Hilton Head Island”*

Chairman Joseph and the committee discussed “Where we are today” and “Where we want to be”. The bridge represents “How we get there”. The committee discussed the components of the following three phases:

Phase 1 – Current State      Phase 2 – Options Analysis      Phase 3 – Desired State

Chairman Joseph presented general comments regarding the agenda for the next meeting. Following the discussion, Chairman Joseph requested public comments and the following were received:

- 1) Ms. Pamela Ovens presented general comments regarding the membership of the committee.
- 2) Mr. Walt Graver presented general comments in support of the committee and the scope of work.

Following final comments by the committee, the meeting was adjourned by general consent.

**7) Adjournment**

The meeting was adjourned at 5:00p.m.

Submitted By:

Approved By:

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Kathleen Carlin  
Administrative Assistant

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Jane Joseph  
Chairman

**Arts & Cultural Strategic Planning Committee  
Final Schedule of Committee Meetings  
(Adopted June 1, 2015)**

Monday	1-Jun-2015	3:00pm
Monday	15-Jun-2015	3:00pm
Monday	6-Jul-2015	3:00pm
Monday	13-Jul-2015	3:00pm
Monday	27-Jul-2015	4:00pm
Monday	10-Aug-2015	3:00pm
Monday	24-Aug-2015	4:00pm
Wednesday	9-Sep-2015	3:00pm
Monday	21-Sep-2015	4:00pm
Monday	5-Oct-2015	3:00pm
Monday	19-Oct-2015	3:00pm
Monday	2-Nov-2015	3:00pm
Monday	16-Nov-2015	4:00pm
Monday	30-Nov-2015	3:00pm

**Meetings could be subject to change. If Committee members cannot attend a meeting, please notify Kathleen Carlin as soon as possible at 843-341-4684 so she may determine a quorum.**

# TOWN OF HILTON HEAD ISLAND

## *Community Development Department*

<b>TO:</b>	Arts & Cultural Strategic Planning Committee
<b>FROM:</b>	Jane Joseph, Chairwoman
<b>CC:</b>	Kathleen Carlin, Administrative Assistant
<b>CC:</b>	Jill Foster, Deputy Director
<b>DATE</b>	June 8, 2015
<b>SUBJECT:</b>	Documents for Study

This meeting will have a few attachments:

1. For approval: Notes to June 1, 2015 meeting.
2. For your records: Adopted Meeting Schedule.
3. For Discussion: List- Draft. Please be aware there are several tabs to peruse at the bottom of the spreadsheet (Objectives, ArtCulture Orgs, TownCities, Constituencies, Questions).

Also, for your information:

The following 3 document links are long but have lots of very important information that we might find useful. They also provide a good sense of what is available to us!

1. Please see the following link to a report done in 2006 by a consultant from Ireland for the SC Department of Parks, Recreation and Tourism. It is very long and focuses on ecotourism, cultural heritage tourism and culinary tourism but does mention the Arts and Culture.

<https://www.scpvt.com/files/Tourism%20and%20Recreation%20Development/roll%20out%20presentations/Lowcountry%20Volume%201%20final.pdf>

The following pages were particularly interesting:

- Pages 2, 12, 18, 25 and 26
- SWOT beginning on p 36 including a section on HHI on p38
- Page 52 Market Prospects, especially p53 Trends in Tourism
- Stats on 54 – 57, especially 57
- Awareness of HHI on p58 very interesting
- Page 90 – more on culinary tourism

2. A very interesting document made available by Jim Collett:

<http://www.smu.edu/~media/Site/Meadows/NCAR/NCARArtsVibrancyWhitepaper>

3. Another document furnished by Don Kirkman from the HHI Economic Development Corporation. It is a May 2015 document released by the U.S. Environmental Protection Agency entitled "How Small Towns and Cities can use Local Assets to Rebuild their Economies: Lessons from Successful Places." It focuses on the efforts of the following seven towns/cities to revitalize their deteriorating economies: Bend, Oregon; Douglas, Georgia; Dubuque, Iowa; Emporia, Kansas; Mount Morris, New York; Paducah, Kentucky; and Roanoke, Virginia. While these communities have little in common with the Town of Hilton Head Island, I think the experiences of these communities may provide insights that could be helpful to Hilton Head Island, particularly as the Town prepares to embark on its visioning initiative. The report is 43 pages long, but a quick skim will provide a flavor of the processes and strategies pursued by each town/city.

[http://www2.epa.gov/sites/production/files/2015-05/documents/competitive\\_advantage\\_051215\\_508\\_final.pdf](http://www2.epa.gov/sites/production/files/2015-05/documents/competitive_advantage_051215_508_final.pdf).