



Town of Hilton Head Island
Arts and Cultural Strategic Planning
Committee Meeting
Wednesday, September 9, 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 Notes –**
Approval of August 24, 2015 Regular Meeting
- 5) Presentation and Discussion:** Jean-Marie Cote representing individual artists perspective
- 6) Presentation and Discussion:** Linda & Glenn Neff, Co-Presidents of the Hilton Head Chorale Society
- 7) Presentation and Discussion:** Janice Gray, President, Hilton Head Art League
- 8) Unfinished Business**
Discussion: Review of research on Dropbox documents (i.e. what data is already available and how do we get the data?)
 - a. Committee members discuss the summaries they completed highlighting the Objectives/Questions addressed.
 - b. How the documents affect questions or plans for interviews
- 9) New Business**
Begin presentations by the committee teams summarizing the findings for the constituency that they interviewed and researched.
- 10) 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, August 24, 2015
4:00p.m. – Conference Room # 3

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

Committee Members Participating by Phone: Chairman Jane Joseph

Committee Members Absent: Meg Eberly and Lisa Snider

Town Council Present: Kim Likins

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

1. Call to Order

Vice Chairman Bastnagel 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 Notes

The committee **approved** the meeting notes of the August 17, 2015 meeting as submitted by general consent.

5. Unfinished Business

a. Discussion: Remaining changes or additional information (since August 17th):

Ms. Gray presented statements regarding the committee's upcoming Community Forums that will be held on September 15th and September 21st at Palmetto Electric. Media Releases will be sent out to encourage attendance. Ms. Gray also updated the Committee on the Latino and Italian festivals to be held September 13 and 19, respectively. Some Committee assistance is needed at both of these events to obtain answers to a survey, which is currently being drafted.

b. Discussion: Review of research on Dropbox documents:

Vice Chairman Bastnagel stated that the committee will discuss the following four topics in relation to documents reviewed by Committee members: (1) Economic Impact; (2) Collaboration; (3) Future Arts Community; and (4) Financing Impact. These four topics align with the four objectives that are associated with the committee's work.

Vice Chairman Bastnagel discussed the document entitled, *Vision 2025 (The Mayor's Task Force for the Island's Future)*, dated August 2010. Its defined goal for Hilton Head Island is to "Become the cultural / arts destination of choice in the Southeast." Although not stated specifically, the Task Force Report draws a strong link between the need for arts and culture and the positive Economic Impact Objective. The Report also touches on the Collaboration Objective, which is to determine if the Town or other entities should play a role in furthering the collaborative efforts of the Arts and Cultural organizations. The Report does not specify how initiatives in their recommendations are to be funded, except for mentioning "Learning Centers," which should be privately funded and profit-motivated. The Report also lists a variety of arts and cultural concepts to be considered, including building a center for the performing arts and cultural activities; placing art in the public realm; supporting an arts-based culture; and encouraging the development of a Culinary Arts Institute.

Mr. Jim Collett described the *Small Towns Using Local Assets* report on 2014 data related to Small Towns and Revitalization/Urban Development. It discussed the economic downturn that has occurred in downtowns of several small cities. The inclusion of art was an element that was used successfully in the revitalization of these small towns such as Roanoke, Virginia and Paducah, Kentucky. Chairman Joseph indicated that Ms. Lisa Snider will provide follow up on the Paducah document at a later date.

Ms. Janice Gray presented statements regarding the *National Center for Arts Research and 2010 Low Country Developing Tourism* documents. A color-coded map of the East Coast indicated how various areas compared to other coastal cities and counties in certain categories. Beaufort County was displayed as high for Program Revenue from the Arts. It was discussed that government/public support was very important for successful arts programs and initiatives. Ms. Gray also emphasized the need for redevelopment and revitalization beyond our typical golf and beach. We need a wider range of market segments.

Ms. Hannah Horne discussed *Charting the Island's Future – 2030*. This is the Town's adopted Comprehensive Plan, and the Cultural Resources Element describes the history, culture, arts, and the community. It also included comments regarding ATAX recipients, economic impact, and collaboration. Ms. Horne indicated that state grants matched local financing 2-to-1, and that the Town should explore this as a possible funding source.

The committee discussed the importance of a comprehensive calendar for use by the entire community. Ms. Horne described the Chamber of Commerce's destination

calendar, which is available to anyone—a business or organization does not have to be a member of the Chamber of Commerce to make entries to the calendar. Ms. Horne indicated there is need for better communication to encourage participation of this readily-available calendar.

Mr. Bob Lee presented statements regarding the Economic Impact of the arts, describing Asheville’s multiplying effect of the arts on other types of businesses (retail, hotel, etc.). He indicated how the arts are used to attract non-arts businesses to communities; how they help keep skilled employees at those businesses; and how they improve local schools. Ms. Lee discussed the value of nonprofit arts and culture organizations to local governments (i.e. the creation of jobs, economic impact, and tax revenue.) Mr. Lee also discussed resident vs. non-resident spending—around 32% of people who attend arts and cultural events on the island are non-residents. He indicated that the arts are definitely good for business, and the Town has a social responsibility to support the arts.

Chairman Joseph presented statements regarding a study that was conducted by Mr. John Salazar on Hilton Head Island.

6. Adjournment

The meeting was adjourned at 5:50 p.m. by general consent.

Submitted By:

Approved By:

Kathleen Carlin
Secretary

Maryann Bastnagel
Vice Chairman