



Town of Hilton Head Island
Community Services Committee Meeting
May 11, 2015 – 9:00a.m.
BENJAMIN M. RACUSIN COUNCIL CHAMBERS
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 Minutes** – April 28, 2015 Meeting
- 4) **Unfinished Business**
 - a. Arts & Cultural Strategic Planning Committee – Scope of Work
- 5) **New Business**
 - a. Review applications for the Arts & Cultural Strategic Planning Committee
- 6) **Adjournment**

Please Note: The New Business portion of the meeting will be held in Executive Session.

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

TOWN OF HILTON HEAD ISLAND
Community Services Committee Meeting
Monday, April 28, 2015 at 9:00a.m
Benjamin M. Racusin Council Chambers

DRAFT

Members Present: Chairman Kim Likins, Marc Grant, and Mayor David Bennett, *alternate*

Members Absent: Lee Edwards

Town Council Present: None

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

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. Grant made a **motion to approve** the minutes of the Workshop meeting held on April 13, 2015 as submitted. Chairman Likins **seconded** the motion and the motion **passed** with a vote of 2-0-1. Mayor Bennett abstained from the vote due to his absence from the meeting.

Mr. Grant made a **motion to approve** the minutes of the regular meeting held on April 13, 2015 as submitted. Chairman Likins **seconded** the motion and the motion **passed** with a vote of 2-0-1. Mayor Bennett abstained from the vote due to his absence from the meeting.

4. Unfinished Business

None

5. New Business

a. **Arts and Cultural Strategic Planning Committee Schedule**

Chairman Likins stated that the committee will discuss the proposed timeline, the schedule, and the scope of work for the Arts and Cultural Strategic Planning Committee. The Community Services Committee is interested in moving as quickly as possible in finalizing the plans for this new committee. The Community Services Committee will also review the application and appointment process for members of the Arts and Cultural Strategic Planning Committee.

Chairman Likins stated that the Island Packet has, unfortunately, chosen not to publish a public service request for the submission of applications. Chairman Likins stated that she has spoken with Greg DeLoach, Esq., and has requested that the Town purchase an ad for the solicitation of applications if the Island Packet does not provide the requested community service advertisement. Ms. Jill Foster stated that the staff has received a number of applications from interested members of the public.

Chairman Likins reported that Town Council has approved the structure of the Arts and Cultural Strategic Committee. The established deadline for the receipt of applications to serve on this committee is Friday, May 8, 2015. Chairman Likins stated that the Community Services Committee is scheduled to meet on Monday, May 11th at 9:00a.m. The committee would like to hold an Executive Session in this meeting to discuss the applications that have been received.

Chairman Likins stated that committee member Mr. Lee Edwards will be out of town on Tuesday, May 19th (the date of the Town Council meeting). In order to accommodate the participation of Mr. Edwards in the selection of the membership for this committee, Chairman Likins requested that this business item appear on the agenda for the Town Council Budget Meeting that is scheduled on May 12th. Mayor Bennett approved this request.

Chairman Likins then requested that Ms. Jill Foster send a solicitation request on behalf of the committee to the Town's list of local Arts groups. Ms. Foster agreed with this request on behalf of staff. At the completion of the discussion, Chairman Likins requested public comments on this issue and the following were received:

- 1) Mr. Walt Graver inquired about the number of committee members that are expected to serve on the new Arts and Cultural Strategic Planning Committee. Chairman Likins stated that the committee recommends seven to nine members serve on this committee.

b. Discussion on the Scope of Work for the Arts and Cultural Strategic Planning Committee, and possible further additions.

Chairman Likins stated that she has worked with Ms. Jill Foster to develop and fine tune the scope of work for the Arts and Cultural Strategic Planning Committee. Chairman Likins requested that other committee members provide feedback, modifications or changes to the objectives and scope of work. Mayor Bennett presented statements in support of the objectives and scope of work as presented. Mayor Bennett stated that he believes the objectives will provide Town Council with the information that they need to make informed decisions. Mr. Grant also stated his agreement with the objectives and scope of work as presented.

Chairman Likins stated that based on additional discussion with the public she would like to recommend a couple of minor changes be made to the objectives. The recommended changes identified under the Economic Impact Objectives are as follows:

Economic Impact Objective (i.e. the bullet #2) *“What are the best means for the town to financially nurture the Island’s arts and cultural environment?”* Since this is more of a financial question rather than an economic question, this item should be moved under Financial Objectives. Also, (under bullet #3) *“...By what means and to what extent should such support occur?”* This sentence may need to be reworded somewhat. It should be moved to under Financial Objectives rather than the Economic Impact Objectives.

Chairman Likins stated that these are the only two items identified under the Economic Impact Objectives. Chairman Likins then requested public comments on the Economic Impact Objectives and none were received.

The recommended changes identified under the Collaboration Objectives are as follows: The committee believes that bullets # 3 and 4 duplicate one another. The committee believes that we should say *“.....Would the Arts and Cultural Organizations, along with the island at large, benefit from the creation of an Arts and Cultural Commission or Office of Cultural Affairs? If so, what would their primary mission be?”*

Mayor Bennett requested clarification on the distinction between the two items and Chairman Likins requested that Mr. Walt Graver respond to this question. Mr. Graver stated that the most recent consultants suggested that we have an Office of Cultural Affairs as a part of the structure. Mr. Graver stated that this is probably not where it should be because the Town is not in the Arts and Cultural business. However, it is believed that the Town should have a strong citizen base and well-rounded organization. Mr. Graver made two suggestions: (1) that the organizations themselves (the Art groups) actually form something akin to a trade association to work together to better the industry itself; (2) an organization that would be put together somewhat like the Economic Development Corporation. The Town would be an active participant.

Chairman Likins stated that the last item in Collaborative Objectives would be to possibly extend the partnerships (i.e. not limit it to USCB, SCAD, and the Technical College of the Lowcountry.) The suggestion would be to broaden it to not only include educational institutions, but to also include other communities such as Bluffton, Beaufort, Savannah, etc. It is also suggested to include other interests such as culinary and biking because in the future, people may be taking a vacation to experience the Arts and culinary or may come for biking and may experience Arts in the process of biking.

Chairman Likins stated that the Chamber has demonstrated the ability to build your own “interest profile” while vacationing on Hilton Head Island. Chairman Likins stated that we will see more and more of these types of applications in the future due to technology.

At this time Chairman Likins requested public comments and the following were received:

- 1) Mr. Dan Castro, with Hilton Head Island Choral Society and The Community Vision, presented statements regarding the Economic Impact Objective and funding the Arts. Marketing and a focus on tourism will be very important.

Chairman Likins stated that the recommended changes identified under the Future Arts Community Objective as are follows: To combine bullets # 3 and 4 since they are basically the same. They will be changed to become one single objective.

At this time Chairman Likins requested public comments on this objective and the following were received:

- 1) Ms. Kathi Bateson, representative of The Arts and Cultural Council, presented comments regarding this objective. Ms. Bateson stated that she has spoken to Mr. Ken May about this objective and Mr. May has stated that he will be willing to counsel the committee. The committee will look 10 – 15 years in the future.

Chairman Likins stated that she did not receive any public feedback regarding the Financing Objective. The committee should be mindful of looking at the self-sustaining opportunity as best they can. This will be an important financial component to look at but it is not the goal or the mission. The goal or the mission is for us to become an Arts destination.

At this time Chairman Likins requested public comments on this objective and the following were received:

- 1) Ms. Jane Joseph presented statements regarding the need to look at how the people and the businesses in the Town already support the Arts. Ms. Joseph presented comments regarding the need to know how much money is being donated by citizens and by the business community in terms of sponsorships. It would also be helpful to know how much money we are already receiving in grants.

Mayor Bennett and Chairman Likins agreed with these statements and stated the need to create an objective related to these issues.

Chairman Likins presented general comments regarding expectations from the committee such as a monthly report. From time to time the Community Services Committee will request presentations and status updates typical of this type of sub-committees. A final report will be submitted to the Community Services Committee at the end of the committee's work. The Community Services Committee will try to determine a timeframe for all of these. The committee's discussion has centered on a timeframe of six months. The newly formed committee will need to decide how often they will meet and how long the committee will need to achieve their goals.

Chairman Likins stated the importance of including 'for profit' Arts organizations as part of the discussion. Chairman Likins presented statements regarding the efforts of the Town's Heritage Tourism Task Force. The new committee will need to be mindful of sharing information with this Task Force so that efforts are not duplicated in any way.

Chairman Likins then requested public comments on this issue and the following were received:

Ms. Kathi Bateson, representative of The Arts and Cultural Council, stated her appreciation to the committee for their outstanding efforts. Ms. Bateson presented comments in support of the need to collaborate with the Chamber of Commerce. Chairman Likins agreed that this is a critical partnership. Ms. Bateson also requested contact information for the Heritage Tourism Task Force.

Mayor Bennett presented statements regarding the Heritage Tourism Task Force. Right now the Heritage Tourism Task Force consists of the three founding members for the task force. Town Council continues to believe that the real opportunity for Heritage Tourism is to look at it on a regional basis. The Mayor and the three founding members of the task force have been working with several other mayors in the surrounding area as a first step to increase the collaborative effort. A tentative meeting date of May 11th has been set by the Town.

At the completion of final comments on today's meeting, Chairman Likins stated that she will meet with Ms. Jill Foster to incorporate the comments received today. A final document will be presented at the next Community Services Committee meeting on May 11, 2015.

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

6) **Adjournment**

The meeting was adjourned at 9:40a.m.

Submitted by:

Approved by:

Kathleen Carlin
Administrative Assistant

Kim Likins
Chairman

Arts and Cultural Strategic Planning Committee

Scope of Work

Town 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.

Goal: Determine the role if any of Town Government and other entities in supporting the Island's Arts and Cultural Organizations.

Objectives

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.

- What is the economic impact of the arts and culture to the Island?
- If the Island's residents financially support the arts and culture organizations through tax dollars how can their ROI be determined?
- If the town decided to continue to only fund the arts and cultural organizations through existing ATAX funds what would be the negative consequences and / or lost opportunities?
- To what degree do the citizens and business of our community contribute to the arts and cultural organizations and how does this compare to similar communities? Are there ways to increase support?

Collaboration Objective: Determine if the Town or other entities should play a role in furthering the collaborative efforts of the Arts and Cultural organizations.

- Evaluate current collaborative efforts of the Island's arts and cultural organizations and make recommendations for enhancement and growth of these opportunities both locally and regionally.
- How can the town best support the arts and cultural collaboration efforts?
- Would the arts and cultural organizations along with the Island at large benefit from the creation of an Arts and Cultural Commission or Office of Cultural Affairs? If so, what would be its primary mission, who would it report to and how would the organization best operate?
- Would it be beneficial if the town's designated marketing organization created and administered a coordinated marketing plan to support the mission of HHI becoming an Arts and Cultural Destination?
- How could the town partner with local and regional educational institutions (USBC, TCL, and SCAD), communities (Bluffton, Beaufort, and Savannah) and interest groups (biking, culinary, and history) to support the Island's arts and cultural mission?

Future Arts Community Objective: Determine what the Arts and Cultural community would look like in the future (2030) to be as self-sustaining as possible.

- How will arts and cultural programming change over the next 15 years?
- What types of art and cultural programming will future x and y generations most likely embrace?
- How should current Island arts and cultural programming be changed or enhanced to meet future demands of residents and tourist?
- Is there specific programming that the town should create, fund and / or oversee to help achieve the arts and cultural mission? (Such as new initiatives, special events, etc.)

Financing 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.).

- What is the town's financial threshold available to support the arts and cultural mission?
- What funding sources can be used to support the arts and cultural mission?
- How financially self-sustaining should the arts and cultural organizations be?
- How are arts and cultural organizations funded in other towns (government funds, university support, endowment, special taxes, etc.)? What specifically does each funding source support (facilities, programming, marketing, etc.)?
- What are the best means for the town to financially nurture the Island's arts and culture environment?
- In what areas (facility, operations, marketing, grants, etc.) does it make the most sense for the town to financially support the arts and cultural organizations and to what extent?

Expectations:

1. Monthly update reports will be provided to the Community Services Committee.
2. Presentations to the Community Services Committee will be made upon request.
3. A final report will be provided to the Community Services Committee upon completion of the sub-committee's defined objectives.
4. The sub-committee's work will be completed in the timeframe determined by the Community Services Committee.

Final Report:

1. There should be a section of the report making recommendations for each of the defined objectives.
2. The final section of the report should indicate the resolution to the Goal: The role if any of Town Government and other entities in supporting the arts and cultural organizations.

General Information:

1. Discussion should include both profit and non-profit arts and cultural organizations.
2. The issue of performing venues should be discussed only within the context of the objectives. The CSC is not seeking information specific to facility usage, programming, design or funding.
3. The sub-committee should be knowledgeable of the work taking place by the Heritage Tourism Task Force and work in concert with these efforts.
4. If the sub-committee determines a need for a consultant this request must be formally presented to the CSC and may or may not be approved based on funding.
5. If the sub-committee finds certain issue arise that merit consideration but do not fall within the defined objectives, they should document them and request direction from the CSC. If they feel certain issues should be addressed at a future time they should be documented and so noted in the final report.