



Town of Hilton Head Island

Venue Committee Meeting

Thursday, August 18, 2016

9:00a.m. – Benjamin Racusin Council Chambers

AGENDA

As a Courtesy to Others Please Turn Off All Cell Phones and Pagers during the Meeting.

- 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**
- 4. Approval of Meeting Minutes –August 3, 2016**
- 5. New Business**
 - a) Speaker: Presentation/Discussion – Eric Esquivel, Latino Festival
 - b) Review of Art & Coffee gathering
- 6. Unfinished Business**
 - a) Review any updated plan information from Task Teams
 - b) Update on progress on consultant RFQ
- 7. Administrative Details**
 - a) Schedule Review
 - b) Other
- 8. Appearance by Citizens**
- 9. 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

Venue Committee Meeting

August 3, 2016

4:00p.m. – Benjamin M. Racusin Council Chambers

Committee Members Present: Chairman Cindy Creamer, Vice Chairman Jane Joseph, Karen Attaway, Gil Campbell, Charlie Clark, Lili Coleman, Juliann Foster, Rex Garniewicz, Florry Gibbes, Bob Lee, Tim Ridge, Gregg Russell

Committee Members Absent: Dan Castro, Terry Herron, Suzanne Thompson

Town Council Present: Kim Likins, Tom Lennox, David Ames, Bill Harkins, John McCann

Town Staff Present: Steve Riley, Town Manager; Shawn Colin, Deputy Director of Community Development; Jill Foster, Deputy Director of Community Development; John Valvo, Systems Analyst; Teresa Haley, Administrative Assistant

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 by general consent.

4. Approval of Meeting Minutes – July 22, 2016

The Venue Committee **approved** the minutes of the July 22, 2016 meeting as presented by general consent.

5. New Business

- a) Speaker: Presentation/Discussion - Councilman Tom Lennox, Finance & Admin Committee re: Arts Center of Coastal Carolina

Councilman Tom Lennox thanked the Committee for taking on a challenging and important cause. Councilman Lennox cautioned that Town Council is making no recommendation pertaining to the summary of proposal for sale and leaseback. Councilman Lennox stated that the Arts Center of Coastal Carolina (ACCC) recently celebrated its 20th anniversary and has been a valuable and permanent fixture in the Hilton Head Island arts, culture, and heritage community. The ACCC has a FYE 2016 operating budget of \$4 million and estimated total expenses of \$4 million, resulting in a break-even year. The Town has appropriately awarded ATAX grants routinely and has occasionally funded special requests for equipment and fixture needs. However, the ACCC's inability to generate sufficient operating surpluses to fund deferred maintenance and equipment replacement jeopardizes the theatre's existence. The purpose of this proposal (subject to a complete architectural and engineering inspection of the land and building currently being

done) is to offer what may be a permanent facility and financial “fix” for the Arts Center. Councilman Lennox discussed the following items within the proposal: the dollar value and benefits of the transaction; the ACCC education department forecast; the past 3-years of building and grounds maintenance expenses; projected capital expenditures (as of November 2015) as first, second, third priority items and the total project facility and grounds restoration and repair expenditures; the total facility and grounds restoration and repair completed (as of November 2015) that was funded mostly with supplemental ATAX grants; and 4 year projected capital expenditures.

The Committee inquired as to consideration for adjacent land to the ACCC for expansion purposes. Mr. Richard Speer, Board Chairman of the ACCC, explained the background of discussions to use this land, however, the cost to build and maintain such a space is not feasible. The Committee asked for clarification regarding the ACCC leads all collaborative efforts on the island as described in the benefits of the transaction. Councilman Lennox indicated that this a historical perspective of information based on the work of the Arts & Cultural Strategic Planning Committee. Regarding the expectations of the management of the facility could be defined in the operating agreement. Councilwoman Likins asked for clarification regarding maintenance and personnel expenses. Vice Chairman Joseph inquired as to the status of the engineering study mentioned in the proposal. The study should be completed very soon. The Committee inquired as to the impact of the ACCC receiving ATAX funding. Councilman Lennox indicated there is no negative impact and the ATAX grants remain embedded in the ACCC budget.

b) Speaker: Presentation/Discussion - Shirley “Peaches” Peterson, Board Chairman of Mitchelville

Ms. Peterson thanked the Committee for inviting her to speak today regarding the Mitchelville Preservation Project (MPP), a non-profit corporation, formed in 2010 to preserve and sustain a significant historical site on Hilton Head Island. Mitchelville tells the story of how African Americans released from slavery embarked on a journey to freedom. The organization’s primary goal is to educate visitors and residents about the history of Mitchelville and its significance in the community and throughout the nation. The MPP Board of Directors believes that a self-guided tour of Mitchelville with replicas, a general store, an area of worship and a pavilion would help achieve their goal and generate revenue. MPP’s other venue needs include space for exhibits and marketing materials onsite. However, an offsite venue would be considered for larger events such as a major fundraiser. Vice Chairman Joseph inquired as to the self-guided tour and the current buildings onsite. Ms. Peterson indicated temporary buildings are still onsite from the Juneteenth Celebration. The Board would like to see replicas of the smaller homes and places of worship in Mitcheville during the 19th century. Councilwoman Likins asked if there’s a need for museum space. Ms. Peterson stated that they would like to have museum space onsite to display their 1,800 artifacts and other historic memorabilia. The Committee and Ms. Peterson discussed considerations of sharing onsite and offsite spaces with other organizations.

c) Speaker: Presentation/Discussion - Eric Turpin and Courtney Young, Hilton Head Island Gullah Celebration

Mr. Turpin thanked the Committee for inviting him and Ms. Young to speak today regarding the Hilton Head Island Gullah Celebration. Mr. Turpin stated that the Gullah Celebration presents many events all over the Island during the month of February. The celebration is currently in their 21st year and serves as a platform to present the history of the Gullah culture. The celebration

is recognized as the Top 10 Events of the Globe during the month of February by National Geographic Travel and a Top 20 Event in the Southeast by the Southeast Tourism Society. The Committee inquired as to the future goals of the Gullah Celebration. Ms. Young indicated that last year's total attendance was around 15,000 and it is trending upward. Vice Chairman Joseph asked about the future vision of this celebration. Ms. Young envisions many more thousands of attendees over the next few years with increased marketing and continued program development. Mr. Turpin noted their Board's discussions regarding decreasing the number of events in order to provide quality versus quantity. The Committee inquired as to promoting the ideas and teachings to educate the community throughout the year. Ms. Young indicated that the Gullah Institute was established for educational and research purposes throughout the year. However, space is an issue. The Committee inquired as to the celebration events that could be held in a new venue. Ms. Young indicated that music events, programs from the Gullah Institute and some art exhibits could be held in a larger venue. The Committee inquired as to the revenue generated from ticket sales of the approximate 15,000 attendees. Ms. Young said approximately 45% of tickets required a fee, however, they try to provide free events to attract more people to join the celebration.

Chairman Creamer expressed appreciations to all of the speakers for their time and presentations today. Chairman Creamer asked all of the speakers if she could contact them via email should the Committee have any further questions. All of the speakers gladly agreed to Chairman Creamer's request.

6. Unfinished Business

a) Review any updated plan information from Task Teams

Team 1 continues to collect data from the survey responses from various arts organizations and businesses. A second mailing of the surveys has been distributed. Team 1 has started conducting in person interviews and will continue these over the next several weeks.

Team 2 continues to work with Dr. Salazar and town staff regarding research for the business community and general public. A first draft of the survey questions is expected soon. The goals include reaching a broad, county-wide constituency through various contact methods, analyzing the data in a variety of ways, and to achieve a +/-3% margin of error.

Team 3 continues to compile data from meetings with local hotels engaged in the convention business, targeted towns and cities with venues, non-profits and event planners. A recent meeting with David Bachelder, a commercial realtor, determined that private properties for a potential venue are limited. Financing structures are still being researched, including the consideration for a municipal bond that would not negatively impact the Town's credit rating.

Vice Chairman Joseph noted that all Task Team presentations and reports, as well as information regarding the RFQ and Dr. Salazar are available in Dropbox.

b) Update on progress on consultant RFQ

Chairman Creamer stated that the following five consultant groups responded to the RFQ by the August 2nd deadline: Arts Consulting Group; Webb Management Services, Inc.; Cultural Planning Group; Johnson Consulting; CSL International. The selection committee and town staff will review and score the responses. The selection committee will make a recommendation for

consultant(s) to the Community Services Committee for approval and then final approval is required by Town Council.

7. Administrative Details

a) Schedule Review

Chairman Creamer welcomed all to attend the first *Arts & Coffee* at Java Burrito Company on August 4th at 8:30am. The next Committee meeting is scheduled for August 18th at 9:00am. The Task Teams will provide updates as to their progress. Chairman Creamer is coordinating with additional speakers from the arts and cultural communities.

8. Appearance by Citizens

Chairman Creamer asked for comments and questions from the public and there were none at this time.

9. Adjournment

The meeting was adjourned at 5:15pm.

Submitted By:

Approved By:

Teresa Haley
Administrative Assistant

Cindy Creamer
Chairman