



**Town of Hilton Head Island  
Venue Committee Meeting  
Wednesday, January 11, 2017**

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

**AGENDA**

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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 – December 16, 2016**
- 5. New Business**
  - a) Status of work with consultant, Webb Management Services
- 6. Appearance by Citizens**
- 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**  
**Venue Committee Special Meeting**  
**December 16, 2016 – 9:00 a.m.**  
**Hilton Head Island Library – Large Meeting Room**

Committee Members Present: Chairman Cindy Creamer, Vice Chairman Jane Joseph, Karen Attaway, Gil Campbell, Dan Castro, Juliann Foster, Rex Garniewicz, Florry Gibbes, Terry Herron, Bob Lee, Gregg Russell

Committee Members Absent: Lili Coleman, Tim Ridge, Charlie Clark, Suzanne Thompson

Town Council Present: None

Town Staff Present: Jayme Lopko, Senior Planner; Teresa Haley, Senior Administrative Assistant

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**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**

Chairman Creamer requested a motion to approve the agenda as submitted. Vice Chairman Joseph moved to approved. Mr. Campbell seconded. The motion passed with a vote of 11-0-0.

**4. Approval of Meeting Minutes – November 17, 2016**

Chairman Creamer requested a motion to approve the minutes of the November 17, 2016 meeting as submitted. Ms. Attaway moved to approve. Mr. Lee seconded. The motion passed with a vote of 11-0-0.

**5. New Business**

- a) Activities Since Last Meeting
- b) Status of Work with Consultant

Chairman Creamer provided activity updates and the status of work with Webb Management Services, Inc. (the “Consultant”) since the last Committee meeting in November. Chairman Creamer and Vice Chairman Joseph presented at the recent Town Council Workshop regarding the Consultant and the Committee’s ongoing efforts. The Consultant is the only firm in North America that exclusively focuses on planning services for arts and cultural facilities. A three phase process has been planned. The first phase of work will evaluate demand for new cultural facilities for the Island and surrounding region, verify the audience potential; identify community and regional users; suggest positioning within a competitive market; and consider how new or improved facilities might support the broader goals of the community and surrounding region. The first phase of activities will concentrate on trends; market analysis, a market definition, demographic analysis of residents and visitors; venue uses, users and partners; touring product

potential; facility inventory and competitive analysis; benefits, impacts and community goals; and comparable facilities and communities. Chairman Creamer emphasized that although the Committee's scope of work was limited to Hilton Head Island, the Consultant and Committee agreed to expand their focus regionally to Beaufort and Jasper counties. The Consultant will provide conclusions and recommendations regarding whether and what venues should be improved and/or developed in the short, medium, and long term. The recommendation will provide details on capacities, key components, levels of flexibility and types of activity that need to be accommodated. Then recommendations will be prioritized in terms of demand and supply issues and the broader goals of the community. Chairman Creamer also noted to Town Council that the Committee had made significant progress prior to the hurricane and continues to stay ahead of the course. Town Council and the Consultant were impressed with the interview list created this early in the process and commended the Committee for it. The Consultant will come to the Island to perform interviews starting January 11 through January 13. The Consultant will come back to the Island in February to conduct public sessions to encourage community engagement and provide the community with information gathered and analyzed to this point in time. The conclusion of Phase One is projected to conclude around mid-March. If Phase Two is recommended and approved, activities in this phase would include fiscal planning, space, programs, site evaluations, conceptual schematics, and capital costs. Phase Three would include business planning, programming, plus activity profile, operating model, proforma, operating budget, fundraising strategy and impacts. The Committee was asked to help with completing the interview list for contact information, suggestions on how to better organizing the interviews, and to provide any additional information to Ms. Lopko as soon as possible.

Chairman Creamer provided an update regarding a recent meeting with the Town's public relations firm, Rawle Murdy. The discussion included: how to better brand the committee and its scope of work; to communicate that arts, culture and history are alive and well on the Island; and to clarify communication that it's not just the "arts", it's inclusive of entertainment, heritage, history, and the likes.

Chairman Creamer and Vice Chairman Joseph presented to the Arts and Cultural Council, which includes residents of Bluffton and Hilton Head Island. Chairman Creamer stated that there were positive inquiries regarding the consultants and their work.

Chairman Creamer stated that a recent meeting with fellow realtors indicated positive expectations for the year 2017.

Vice Chairman Joseph and Mr. Castro described a recent interview with Ken Washington, owner of Smithtown Performing Arts Center and Managing and Artistic Director at Smithtown Performing Arts Council, Inc. This interview reinforced the message that there is no cookie-cutter approach to this undertaking and that you must tailor to your specific community. Vice Chairman Joseph and Mr. Castro believe Mr. Washington will be a great community asset.

Vice Chairman Joseph discussed the topic of the HHICAN project at the Town Council workshop. Town Council discussed the Executive Director position and asked Staff to make it a high priority. The Town has finalized and approved the job description. Prior to advertising the position, a decision needs to be made regarding the classification of the advisory committee. The Community Services Committee will take on this responsibility. The Venue Committee will be provided with the job description and is asked to provide any recommendations.

Chairman Creamer noted that three additional documents were provided by the Arts Center and are in Dropbox for the Committee's review.

The Committee discussed the timeline of the interviews with the Consultant. The Committee made suggestions of certain organizations to interview, including general managers of the POAs. The Committee shared statements that visitors most notably come here for the beach and golf, but want to provide visitors and residents with more reasons to visit and live here. The Committee noted that in the aftermath of the hurricane, the arts are alive and well. Programs are selling out – the Arts Center has added more shows for ‘White Christmas’; the Choral Society sold out close to 1,000 people for their Christmas concert at the First Presbyterian Church and unfortunately had to turn away people; the HHSO sold out two concerts; Rusty Floyd sold out a special commission work. Space is limited and the demand for arts and cultural are here in Hilton Head Island.

Vice Chairman Joseph talked about a recent public meeting held on St. Helena Island regarding support for a Reconstruction Monument project in Beaufort County. The Mayor made remarks at this meeting. It has been reported that the turnout and support was immense.

Chairman Creamer reminded everyone that the Committee’s next meeting is scheduled for 9:00a.m. on January 11, 2017 at the Hilton Head Island Branch Library. Proper notice will be issued should the meeting location change.

## **6. Appearance by Citizens**

One member of the public commended the Committee on their proactive approach and commitment. He asked why more people aren’t attending Committee meetings. He suggested a quality of life committee and that selling of concessions be part of a venue.

Jim Willard, Hilton Head Symphony Orchestra Board Chairman, stated he reviewed the Consultant’s impressive credentials and commended the Committee on their choice. Mr. Willard stated that he believes the Committee’s efforts need more, positive publicity, particularly from the Island Packet. He expressed the following: concerns of the HHSO for space in the next five years; HHSO and donors support for a new venue on HHI or Bluffton. He asked about the timeline of each phase and whether the Consultant would provide the economic impact information. He suggested once that information is available to provide it to the community and newspaper.

Kathy Bateson, President and CEO of the Arts Center of Coastal Carolina, stated she too reviewed the Consultant’s credentials and congratulated the Committee on their decision.

## **7. Adjournment**

The meeting was adjourned at 10:12a.m.

Submitted by: Teresa Haley, Senior Administrative Assistant

Approved by: \_\_\_\_\_  
Cindy Creamer, Chairman