

**TOWN OF HILTON HEAD ISLAND** **APPROVED**  
**Arts and Cultural Strategic Planning Committee Meeting Minutes**  
**October 19, 2015**  
**3:00p.m. – Conference Room # 3**

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

Committee Member Participating by Phone: Meg Eberly

Town Council Present: None

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

**1. Call to Order**

Chairman Joseph 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. Approve of the Minutes**

The Committee **approved** the minutes of the October 12, 2015 meeting as presented by general consent.

**5. Unfinished Business**

Prior to beginning today's New Business, Chairman Joseph stated that she has spoken again with Councilman Likins regarding next steps for the committee's upcoming presentation to Town Council. She learned that our committee presentation would likely be on Thursday, November 5<sup>th</sup>, at 2pm in Beaufort. The committee will have about 20 minutes to make their (Power Point) presentation to Town Council. This will be followed by an in-depth discussion by Town Council. Chairman Joseph again encouraged as many committee members to attend the presentation as possible.

Lisa Snider presented information on the calculation of economic impact of arts and culture on Hilton Head Island using the Americans for the Arts model. She said that using just five of the largest non-profits (Symphony, Arts Center, Coastal Discovery Museum, Heritage Library, and Shorenotes), plus the music scene, the model showed a contribution \$19.2M and the equivalent of 548 full time jobs. This translated to \$826K of local tax revenue and \$800K of state tax revenue. The committee agreed that this was a very conservative number since individual artists, the impact on shoulder season visitors and the positive impact on real estate prices, (all not easily measurable) are not included. Members

also felt that if we didn't invest in the arts, visitors would go elsewhere and this sector's revenue might go down. It was also agreed that this is not measurable. It was suggested that Lisa recalculate the results, adding the Choral Society, one of the larger non-profits and using the fact that the 3 largest non-profits are 80% of the non-profit economic activity of the respondents in the Cultural Planning Groups survey.

Chairman Joseph thanked members who had send their list of contact information for everyone they had interviewed or who had contributed to their surveys, and requested any remaining names to be sent to her.

The next agenda item was to continue adding details to the recommendations from the October 5<sup>th</sup> and 12<sup>th</sup> meetings. Discussion began with the Office of Cultural Affairs recommendation. No members believed that this recommendation should be removed from consideration. The members were asked to identify in detail the role of this office.

Members first suggested that we should try to find a new name for this "office"

The first role item identified was to help the Town craft a vision: e.g. We are an Arts & Cultural destination. Maryann Bastnagel suggested that we should be taking a more strategic level of recommendations: Elevate the profile of the full complement of HHI's arts & cultural offerings to residents, visitors and the global arts community via a comprehensive marketing and communications program.

It was suggested that this was a "How". The "What" would be the goal to Grow and Expand A&C – our asset.

We discussed the fact that the OCA should be a facilitator not an operational organization or programming or teaching direct art skills ...that should be left to the arts organizations. It should be the collaborative entity for arts community and represent arts within the town. Specific role items:

- Web portal; Calendar (broader definition is communications)
- Branding/marketing etc. – DMO collaboration; have a strong link with Chamber marketing – a very important relationship
- Education (facilitator) – for "art businesses", citizens, and visitors
- Investigating and pursuing grants

Structure and location:

1. Advisory Committee made up of 12 people. 4 representing Arts & Culture organizations and individuals, 1 chamber, 1 EDC, 6 interested citizens. This committee would direct the OCA Executive Director/staff, evaluates ED
2. Executive Director and Staff
3. Grant writer if town grant writer not available
4. Possible admin asst. (part time)

There are several options where the organization could be situated: Chamber, EDC, 501(C)3, town employee.

- Chamber not a good choice because the position includes many non-marketing responsibilities and there are too many politics involved with the Chamber right now.

- EDC – different mission
- 501(C)3 – independent organization would be preferable but concerned about additional expense to start up and run.
- We agreed that a town employee was the best option with an Advisory committee, which would be a town committee; Town can provide benefits and established location

Priorities for first year

Hire Executive Director

Designation from SC Arts Commission

Vision (funded)/Branding

Town tells DMO to change branding and include A&C

Funding needed would include:

Salaries

Contractor fees

Funding to work with DMO PR firm or town PR firm.

Maryann recommended that we look at the expense schedule that the Town has available which details all of the necessary expense categories.

The committee understands that multi-year budgets are done annually. We want to think in terms of 3-5 years. Self-sustainability should be viewed in terms of rise of tax revenues to town, not that funding will end at some point. Assume that first year will be start-up with minimum expected impact on revenues.

The committee still feels that asking the Town Council to address the venue issues should be the last recommendation.

Mr. Tom Gardo, presented comments regarding Charles Fraser’s Vision for Hilton Head Island during the vision discussion.

Chairman Joseph will update the recommendations based on the above discussion in preparation for the next meeting on October 26th.

## 6. Public Comments

No further comments.

## 7. Adjournment

The meeting was adjourned at 5:15 p.m. by general consent.

Submitted By:

Approved By:

October 26, 2015

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Kathleen Carlin  
Secretary

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Jane Joseph  
Chairman