

**TOWN OF HILTON HEAD ISLAND  
Community Services Committee Meeting  
Monday, February 08, 2016 at 9:00a.m  
Benjamin M. Racusin Council Chambers**

Members Present: Chairman Kim Likins, Lee Edwards and Marc Grant

Members Absent: None

Town Council Present: None

Town Staff Present: Jill Foster, *Deputy Director, Community Development*  
Greg DeLoach, *Assistant Town Manager*  
Eileen Wilson, *Administrative Assistant*

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**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. Edwards made a **motion** to **approve** the minutes of the May 11, 2015 meeting as submitted. Mr. Grant **seconded** the motion and the motion **passed** with a vote of 3-0-0.

**4. Unfinished Business**

None

**5. New Business**

Chairman Likins expressed her appreciation for the hard work previously conducted by Chairman Jane Joseph and members of the Arts and Cultural Strategic Planning Committee (ACSPC) in their recent effort to compile the Final Report. She explained that she and Ms. Joseph modeled the Resolution to create a Venue Committee and their Scope of Work from what was done to create the ACSPC. Chairman Likins reiterated the three recommendations from the ACSPC:

- The Town should support Hilton Head Island as an Arts & Cultural Destination by elevating it in Town communications.
- The Town should support and fund the Hilton Head Island Culture & Arts Network (HHICAN).

- The Town should address the venue issues impacting a significant number of Arts, Culture and History (AC&H) organizations.

**a) The Town should support Hilton Head Island as an Arts & Cultural Destination by elevating it in Town communications.**

Chairman Likins explained that Town Council was conducting a Special Meeting tonight to discuss the Chamber of Commerce's Destination Marketing Plan, and she intended to request the Chamber to include the AC&H in their Plan at tonight's meeting. She also informed the Committee that the Town has hired Mr. Steven Ames, a consultant, to hold a workshop this week to obtain input from various groups on how to proceed with an Island-wide visioning process. She believed this process could assist in fulfilling the first recommendation as well. She also believed that in the normal course of events, meetings, and arts/culture festivals and shows, the Town could better include the AC&H as part of their overall communication effort. She also will be requesting that the Town's Communication consultant that was recently hired include the AC&H in their Communications Plan. Communications on AC&H activities will be a key responsibility of the proposed HHICAN.

There was no public comment on this agenda item.

**b) The Town should support and fund the Hilton Head Island Culture & Arts Network (HHICAN).**

Chairman Likins informed the Committee that the ACSPC will be reconvening to further refine their recommendation to form the HHICAN. Part of this network's responsibility will be to promote Hilton Head Island as a destination for arts and culture. It could also lead in the formation of an arts district on the Island. The ACSPC will also further refine options for the organizational set-up for the network and financing for their operations. The ACSPC will take their recommendations forward to the full Town Council upon completion.

There was no public comment on this agenda item.

**c) The Town should address the venue issues impacting a significant number of Arts, Culture and History (AC&H) organizations.**

Chairman Likins referred to the draft Resolution to create a Venue Committee. She indicated the Venue Committee needed to be created quickly as the Town will be asking Beaufort County to add funding for an Arts Venue to the upcoming Sales Tax referendum later this year. Editorial comments were made on the draft Resolution.

Chairman Likins reviewed the proposed Scope of Work and its four Objectives. The Committee discussed whether the Scope answered all questions that needed to be asked in order to allow Town Council to make decisions on the venue issue. It was suggested that the Scope also address financing to show sustainability of the venue(s). It was also suggested that parameters be added to the Scope so that the venue(s) are not competing with private organizations such as hotels and auditoriums. The Committee discussed the need for the

venue(s) to have the ability to raise monies to be more sustainable, as demonstrated by the Coastal Discovery Museum activities. There must be a balance between the various venues.

Public comments included the fact that various organizations had scheduling problems with hotels who wanted to be fluid in their conference room use; the possibility of the Venue Committee identifying opportunities to provide revenue for sustainability; ensuring the Venue Committee examined all locations for the venue(s), not just Town-owned land; include options for the Arts Center use; include the needs of the younger generations and their desires and interests, such as digital art; and ensure any venue will be sustainable for 50 years or more. Other public comments included the ability to include cost for personnel and engineer studies; the need to include experts who have actually run these venues to determine operating and personnel costs; the possibility of providing the Venue Committee with a consultant to compile construction, management, operational, maintenance, and programming costs; and the need to have a higher priority for local organizational usage of any venue as opposed to outside organizations or groups.

Chairman Likins closed the discussion by stating her intent was to have the Resolution to create the Venue Committee on the February 16, 2016 Town Council agenda for approval.

Mr. Edwards made a **motion** to accept the Resolution and Scope of Work as amended and move them on to Town Council for final approval. Mr. Grant **seconded** the motion and the motion **passed** with a vote of 3-0-0.

## 6. Adjournment

The meeting was adjourned at 10:15a.m.

Submitted by:

Approved by: March 14, 2016

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Jill Foster  
Deputy Director

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Kim Likins  
Chairman