

TOWN OF HILTON HEAD ISLAND
Venue Committee Meeting
May 19, 2016
9:00a.m. – Benjamin M. Racusin Council Chambers

Committee Members Present: Chairman Cindy Creamer, Vice Chairman Jane Joseph, Karen Attaway, Gilbert Campbell, Dan Castro, Lili Coleman, Terry Herron, Bob Lee, Tim Ridge, Suzanne Thompson

Committee Members Absent: Florry Gibbes, Rex Garniewicz, Juliann Foster, Gregg Russell, Charlie Clark

Town Council Present: None

Town Staff Present: Tom Fultz, Director of Administrative Services
Jill Foster, Deputy Director of Community Development
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 as submitted by general consent.

4. Approval of Meeting Minutes – May 4, 2016

The Venue Committee **approved** the minutes of the May 4, 2016 meeting as presented by general consent.

5. Unfinished Business

a) Scope of Work for Consultants

Chairman Creamer asked the Committee for any changes or further discussion on the scope of work for the Consultants as discussed in the last meeting. The Committee had no changes to the scope of work for the Consultants.

6. New Business

a) Task Team 1: Arts, Cultural, History Organizations & Schools Assignment Update

Ms. Attaway presented various groups as identified by Team 1 regarding the Arts, non-profit and for profit, Cultural and History Organizations, and School Programs. Ms. Attaway discussed the Team's findings as to how to contact these groups; the various questions to ask; and the methods to

gather such information. The Committee discussed the various groups as presented and the task teams that should be assigned to reach certain groups and the categories of questions to ask.

b) Task Team 2: Public & Business Community Assignment Update

Ms. Thompson presented the Public and Business Community groups to contact as identified by Team 2 and categorized them into Civic Groups, Special Interest Groups, and Miscellaneous Groups. Ms. Thompson presented the Team's methods for contacting these groups and the questions to ask. The Committee discussed the role of a consultant to help formulate these questions and methods of contact. Mr. Fultz briefly explained the current roles of Dr. Salazar and Rawle Murdy with the Town. Mr. Fultz informed the Committee that both resources are available to the Committee and specific objectives will need to be identified prior to using their services. Vice Chairman Joseph inquired as to working with Dr. Salazar to establish those specific objectives. The Committee also discussed the need to define funding – public versus private. Vice Chairman Joseph asked Mr. Campbell to help with crafting a list of examples of public and private funding for the Committee.

c) Task Team 3: Other Cities & Research Assignment Update

Mr. Castro presented the target areas and research tools available as identified by Team 3. The target areas include other towns and cities; convention business opportunities; and non-profit and event planners. Mr. Castro identified towns and cities with financially successful venues. The Team formulated certain questions to ask these successful target areas, as well as questions to ask the local hotels engaged in convention business, non-profit organizations, and event planners. The Team identified the need for a consultant to determine funding sources and strategies. Mr. Castro stated that Town Staff is working with the Team to identify certain research aspects of the project, such as engineering, code and legal compliances. The Committee discussed resources available for research, such as town maps and tax records. The Committee agreed that research should be conducted on the Town's competition areas who have built a venue with success and failure. And furthermore, where a facility was built and financing had to change.

d) Discussion of Potential Speakers for Committee Meetings

The Committee discussed having prospective speakers for upcoming meetings. Vice Chairman Joseph recommended that as Teams talk to people for their assignments determine whether the Committee as a whole needs to hear from certain people or groups. The Committee discussed the need to establish a budget. Chairman Creamer requested that the Teams establish a list of budget items for consideration at an upcoming meeting.

7. Administrative Details

a) Schedule Review

Chairman Creamer presented a review of the Committee's timeline from now through December when the Committee is to present to Town Council.

8. Appearance by Citizens

One member of the public offered to ask the South Carolina Arts Commission for help with defining public and private funding. One member of the public inquired as to the meaning of state of the art venue and how a potential venue is going to be used. One member of the public expressed his

support of the Committee and recommended the need to generate positive publicity and to study certain nearby arts and entertainment venues.

The Committee discussed concerns for certain media reports and the impact it may have on the Committee's work, particularly, when gathering data from the public. Chairman Creamer reiterated that Ms. Likins is working with the Town's communications firm, Rawle Murdy, to communicate factual information to the community regarding the Committee and its scope of work.

9. Adjournment

The meeting was adjourned at 11:05a.m.

Submitted By:

Approved By: June 2, 2016

Teresa Haley
Administrative Assistant

Cindy Creamer
Chairman