

TOWN OF HILTON HEAD ISLAND
Venue Committee Meeting
July 7, 2016
9:00a.m. – Benjamin M. Racusin Council Chambers

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

Committee Members Absent: Charlie Clark, Florry Gibbes, Gregg Russell

Town Council Present: Kim Likins, Tom Lennox

Town Staff Present: Tom Fultz, Director of Administrative Services; Brian Hulbert, Staff Attorney; 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

Chairman Creamer requested the following modifications under New Business: remove Mr. Cranford as a speaker as he is unable to attend today; remove Councilman Lennox as a speaker as he will present at a future meeting to be determined; add Mr. Richard Speer from the Arts Center of Coastal Carolina as a speaker; and add Mr. Daniel Brock from Rawle Murdy as a speaker. The Venue Committee **approved** the agenda as **amended** by general consent.

4. Approval of Meeting Minutes – June 16, 2016

The Venue Committee **approved** the minutes of the June 16, 2016 meeting as presented by general consent.

5. New Business

a) Speaker: Presentation/Discussion – Martin Lesch: HHI Musicians

Chairman Creamer introduced the first speaker, Mr. Martin Lesch, prominent performer at the Jazz Corner. Mr. Lesch discussed his views on needs for a venue. That it may serve as a multipurpose and multifunctional facility and provide cover for inclement weather. Mr. Lesch provided examples of certain acts, like Dr. John, that are not booked because an appropriate venue is not available. Last year, the Junior Jazz Festival sold out at 1,500 over two nights at the Hilton Head High School Seahawk Theater. They would like to expand this festival, however, no venue on the Island is able to accommodate them. The Committee asked for details surrounding the inability to book and accommodate acts like Dr. John. Mr. Lesch explained that a venue's budget is always a factor, and that larger acts require more, such as more seating and a larger stage. Mr. Lesch suggested that although the need for a larger venue

is apparent, to keep a realistic approach as to the size of a venue. Chairman Creamer and the Committee expressed appreciation for Mr. Lesch speaking before the Committee.

b) Speaker: Presentation/Discussion – Richard Speer, Arts Center of Coastal Carolina

Ms. Kathleen Bateson, President/CEO of the Arts Center of Coastal Carolina, introduced Mr. Richard Speer, Board Chairman of the Arts Center of Coastal Carolina. Mr. Speer presented an overview of the Arts Center, including its history, past and current productions, business model, annual revenue and attendance, and education and outreach programs. Mr. Speer further presented the organization's goals; the impact their venue has on the ability to achieve its goals; specific venue facilities and features that could help their organization achieve its goals; their support for certain venues on the Island; and additional ideas regarding venue options on the Island. Mr. Speer noted that the Arts Center theater is busy the majority of the year, with only 20 to 30 dark days available for other use, mostly Mondays. Mr. Speer presented statements regarding the arts on the Island cannot thrive without financial support from the Town. The Venue Committee has an ambitious scope of work to complete in a short timeframe and the Arts Center will support the Committee in any way that it can. The Committee asked Mr. Speer whether the Arts Center can continue financially. Mr. Speer noted that the Town has been supportive with providing ATAX money to the Arts Center and it would become problematic to continue without it. The Committee inquired as to a current evaluation of the facilities financial needs. Mr. Speer indicated that the Arts Center needs approximately \$4 million over the next 5 years and is less expensive than building a new facility. Questions were raised as to the possible roles of the Arts Center and the Town if the Town was to pay for the certain costs and expenses of the Arts Center. Councilwoman Likins noted the importance of balancing the numerous arts organizations with the limited availability to use the Arts Center and limited funding sources. The Town would have to be equitable in any type of commitment to fund arts organizations and to fund a large portion to the Arts Center, other arts organizations would have to be able to use it as well. Vice Chairman Joseph noted that the Town does contribute monetarily to public arts program and reiterated that the Committee has ideas, but no plans regarding a venue. Chairman Creamer and the Committee expressed appreciation for Ms. Bateson and Mr. Speer speaking before the Committee.

c) Speaker: Presentation/Discussion – Heather Rath, 350/30 Festival

Ms. Heather Rath presented the background of 350/30 Festival that occurred in Fall 2013 to celebrate 350 years of the sighting of Hilton Head Island by Captain William Hilton and 30 years of the founding of the Town of Hilton Head Island. This event was planned by 65 volunteers representing over 50 organizations. The celebration occurred over the course of a week mostly along the beaches of the Island. Ms. Linda Piekut from The Heritage Library expressed that the largest venue on the Island is the beach. The Committee asked what would happen if the festival was rained out. Ms. Rath and Ms. Piekut said there would be no solution and that supports the need for an indoor/outdoor facility. The Committee inquired as to the budget for this festival and how often it would occur. Most of the financial support was provided by the Town. Ms. Rath noted that much interest surrounded this event and there is a possibility of a 355/35 festival, but much work is involved and venue limitations are prevalent. The Committee inquired as to the limitations placed on them using their multiple venue locations. Ms. Piekut expressed that what they accomplished was quite amazing. Ms. Rath noted that meetings in preparation of the festival and the week of the festival events were held all over the Island, and that one meeting location, to accommodate everything would have been preferred. Ms. Rath expressed that future generations want an indoor/outdoor facility.

Ms. Piekut expressed that meeting space for certain organizations is an issue and asks the Committee to consider this need in their work.

d) Speaker: Presentation/Discussion – Daniel Brock, Rawle Murdy

Mr. Daniel Brock, Rawle Murdy, presented the Town’s mission to establish and drive a positive, transparent and engaging dialogue pertaining to the multi-faceted Arts, Culture and History (AC&H) opportunities that abound on Hilton Head Island. This plan will service to jumpstart a multi-part process centered around communication regarding the long-term viability, vision and success of AC&H on the Island. The key messages to portray regarding AC&H are as follows: AC&H are alive and well on the Island; they play a significant role in the economy and quality of life on the Island; they can strengthen the Island as a desirable place to visit and live in the future; and the Venue Committee is in place with a specific scope to determine what an arts campus can add to – and what difference it can make in – the community. The key tactics are to continue to develop advocates list; establish a social media presence; “surround sound” media approach; and create various other opportunities within the next several months. The Committee discussed concern for using the term “arts campus”. Mr. Brock expressed such term is meant to be broad and used conceptually, as this Committee has not yet made any determinations. Councilwoman Likins clarified that when the scope of work was created that Town Council approved such term for consistency purposes. Mr. Brock welcomed any Committee suggestions regarding such term. The Committee expressed concerns for duplicating efforts in communications. Councilwoman Likins explained how the communications role of Rawle Murdy differs from the Committee’s role in communicating messages and asking certain questions. Mr. Brock expressed that Rawle Murdy wants to strengthen the Venue Committee’s work, not duplicate.

Chairman Creamer expressed appreciations to all of the speakers for their 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 ran a pilot session on their survey and once final revisions are made the survey will be distributed via email and through in person interviews.

Team 2 recently met with Dr. Salazar and are expecting a proposal from him soon; and more information is to come.

Team 3 provided a handout on their progress of meetings with local hotels (GM’s and Executives), non-profits and event planners, and other towns & cities with venues.

b) Update on progress on consultant RFQ

Vice Chairman Joseph provided an update regarding the RFQ that was recently posted and that on Tuesday, July 12, an optional pre-qualification meeting for any interested consultants will occur.

7. Administrative Details

a) Schedule Review

Chairman Creamer polled the Committee for a special meeting on July 28 to hear a presentation from Councilman Lennox. It was determined that not enough members would be available for such date. Chairman Creamer said that she will work on coordinating schedules to accommodate the Committee and Councilman Lennox's presentation. Chairman Creamer then inquired as to the Committee's attendance for the next regular meeting scheduled on July 22 and a quorum was verified at this time.

8. Appearance by Citizens

Chairman Creamer requested comments from the public. One member of the public inquired as to a presentation by Councilman Lennox.

9. Adjournment

The meeting was adjourned at 10:50a.m.

Submitted By:

Approved By: July 22, 2016

Teresa Haley, Administrative Assistant

Cindy Creamer, Chairman