

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

Committee Members Present: Chairman Cindy Creamer, Vice Chairman Jane Joseph, Karen Attaway, Dan Castro, Lili Coleman, Rex Garniewicz, Florry Gibbes, Bob Lee, Tim Ridge, Gregg Russell, Suzanne Thompson

Committee Members Absent: Gil Campbell, Terry Herron, Juliann Foster, Charlie Clark

Town Council Present: Kim Likins, Tom Lennox

Town Staff Present: Jill Foster, Deputy Director of Community Development; Jayme Lopko, Senior Planner; Tom Fultz, Director of Administrative Services; Melissa Cope, Systems Analyst; 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 by general consent.

4. Approval of Meeting Minutes – August 18, 2016

The Venue Committee **approved** the minutes of the August 18, 2016 meeting as presented by general consent.

5. New Business

a) Speaker: Presentation/Discussion – Eric Esquivel, Latino Festival

Chairman Creamer welcomed and introduced Mr. Esquivel, publisher and creator of La Isla Magazine. Mr. Esquivel presented his background, the history of the Hispanic culture, their increasing growth rate and economic impact in the community. In celebration of Hispanic Heritage month, La Isla Magazine hosts the Latin Music Festival at Shelter Cove Community Park, which has been sponsored by New River Auto Mall. La Isla Magazine also annually hosts Fiesta de Mayo at Shelter Cove Community Park. Mr. Esquivel stated that these events bring 6,000 people throughout the day and he believes more would attend if a larger, more accommodating venue was available. Mr. Esquivel stated that these events face the following challenges: lack of parking; infrastructure – sufficient electrical and water facilities; having to pay and provide for their own stage; and procedural and logistical components to organizing and hosting events. The Committee inquired as to the maximum capacity at Shelter Cove Community Park. Mr. Esquivel estimated past events held a maximum of 3,000 people with 83 vendors at once, which can become uncomfortably overcrowded. The Committee inquired as to other significant arts and cultural interests that the Latino community would like to see more of on the

Island. Mr. Esquivel stated that dance and a variety of dance is important to Latino culture throughout the world. La Isla Magazine often highlights Hispanic artists coming to the area and it would be great to provide the opportunity for them to perform here more often. The Committee asked whether Mr. Esquivel foresees a future need for an indoor facility seating or holding around 1,500 people. Mr. Esquivel specified the need for a large indoor facility with multi-functional features. The Committee asked in terms of revenue, how many events can the organization host and pay rent for. Mr. Esquivel stated modestly ten events in a year and he foresees a strong potential for growth in this.

Chairman Creamer expressed appreciation to Mr. Esquivel for his time and presentation today. Vice Chairman Joseph asked Mr. Esquivel if she and Chairman Creamer could contact him should the Committee have any further questions. Mr. Esquivel gladly agreed to Vice Chairman Joseph's request.

b) RFQ 2016-0016 Consultant Update and Interviews

Chairman Creamer stated that the consultant interviews are scheduled for September 12, 13 and 21. Upon conclusion of the interviews, the selection team will make a recommendation for a consultant to the Committee for approval. The Committee will then make the recommendation to the Community Services Committee for approval. The Community Services Committee will bring forward the recommendation to Town Council. Upon Town Council's approval of the consultant, the consultant's detailed scope of work and costs will be need to be clearly defined; and then reviewed and approved by the Venue Committee, Community Services Committee, and finally Town Council. This process will take until December.

6. Unfinished Business

a) Review any updated information from Task Teams

Team 1 presented an in-depth analysis of the survey responses received from the following targeted types of organizations: Arts/Cultural/History (ACH) nonprofits; Schools/School arts organizations; and Arts-related businesses. The response was highest from ACH nonprofits. The content of the survey questions related to the following categories: organizational data; scope of usage; facility features; financial aspects from potential users of a venue; and community support and concerns. Team 1 identified the next step as working with other Teams and a consultant to provide additional data and analysis as needed. Then further, potentially circle back to potential users of venue(s) to determine specific needs, as well as actual financial feasibility once rental cost estimates are available. The Committee discussed and inquired as to various aspects of Team 1's findings.

Team 2 presented statements regarding the general public survey based on preliminary presentations by the consultant, and feedback from Chairman Creamer and Vice Chairman Joseph. The Committee has been very cautious not to imply that the decision to build a venue is a foregone conclusion and perhaps in the Team's initial working of the survey for the general public that message was being misunderstood. The survey is on hold until the next meeting with the consultant.

Team 3 is continuing to research the questions raised by the Committee at their last meeting presentation. Team 3 is pursuing research on another location in Florida that was suggested to Vice Chairman Joseph at a rotary club meeting. Team 3 has identified through their research

multiple successful venues with multiple sources of revenue to operate them. A consultant will have more information on how to accomplish this.

7. Administrative Details

a) Schedule Review

Chairman Creamer stated that she and Vice Chairman Joseph are continuing to communicate arts and culture, as well as the Committee’s mission at various events and locations. Chairman Creamer welcomed all to attend the next Arts & Coffee gathering scheduled for September 19th at 8:30a.m. at Palmetto Electric on Mathews Drive.

Chairman Creamer stated that with a consultant scheduled to be hired in December, the Committee’s work will continue through March-April 2017. Chairman Creamer will send a proposed meeting schedule and asked for prompt responses from the Committee.

8. Appearance by Citizens

A member of the public asked why not look off the Island in terms of a venue. Vice Chairman Joseph stated that the Town established the Committee’s scope of work specific to Hilton Head Island. A member of the public asked for clarification regarding a proposed \$65 million arts campus. Vice Chairman Joseph clarified that the dollar figure was initially produced by a private group of citizens and further used as an example in a presentation in a Capital Sales Tax meeting. A member of the public asked whether there is current interaction between the Committee’s work and the Visioning process. Vice Chairman indicated that not officially at this time, but most likely the two efforts will connect in the future.

9. Adjournment

The meeting was adjourned at 10:38a.m.

Submitted By:

Approved By: September 22, 2016

Teresa Haley
Administrative Assistant

Cindy Creamer
Chairman