

TOWN OF HILTON HEAD ISLAND
Community Services Committee Special Meeting
Monday, May 8, 2017 at 9:00 a.m.
Benjamin M. Racusin Council Chambers

Members Present: Chairman Kim Likins, Bill Harkins, and Marc Grant
Members Absent: None
Town Council Present: Mayor Bennett, John McCann, Tom Lennox, David Ames
Town Staff Present: Jayme Lopko, *Senior Planner*; Jennifer Ray, *Planning & Special Projects Manager*; Charles Cousins, *Director Community Development*; Brian Hulbert, *Staff Attorney*

1. Call to Order

Chairman Likins called the meeting to order at 9:00 a.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 - Meeting Minutes of March 13, 2017 were approved as presented.

4. Unfinished Business

a. Discussion and action on recommendations from Webb Management Services and the

Venue Committee regarding Phase One: Needs Assessment. Ms. Cindy Creamer, Chairman of the Venue Committee presented the Venue Committee's recommendations including follow-up actions. These recommendations and actions are based on research and Webb Management Services recommendations. The following six recommendations are:

- i) **Community Arts Center**
- ii) **A Hall in Beaufort County**
- iii) **Mitchelville and Other Heritage Assets**
- iv) **Coastal Discovery Museum**
- v) **Community Gathering and Other Event Areas**
- vi) **Culinary Heritage**

1: Community Arts Center

The most basic facility which Hilton Head as a community needs is a Community Arts Center which can provide a combination of rentals, presentations, educational programs and outreach activities. The Arts Center of Coastal Carolina has the physical attributes to become this space and was designed to serve a set of community based groups.

It would seem reasonable for the Town to invest in the Arts Center if that organization is prepared and able to re-formulate its business model to become more of a community arts center rather than being dominated by self-produced theatre. If the Arts Center is not prepared to make that change, we would encourage the Town to consider other options and possibilities for a community arts center, ideally through the adaptive re-use of some other existing structure.

Mr. Harkins stated the consultant's opinion is that the Arts Center of Coastal Carolina should re-formulate its business model. Mr. Harkins would like to see what would be the economic impact of that change; would it be revenue neutral, would it increase expenses or decrease expenses? That would be a very helpful item because I would assume when the consultant undertook this and came up with suggestions, he also considered the implications. In terms of optimal use of space or ability for the community to optimally use the space it would seem we should have a space analysis as you would do with any space. I think that would be a "to do" step.

Chairman Likins stated that it must be operationally sustainable and have maximum use and be relevant to the organizations that use it.

Mr. Grant inquired as to what communities were looked at that are similar to Hilton Head Island. Mr. Dan Castro, Venue Committee member, reported the focus started at the local level then regional areas in South Carolina and then expanded to nationwide areas with small populations and resort communities. We looked at 50 total and studied 30 communities. We examined the type of facility, the revenue that was brought in and the economic impact on the community. We also reviewed the management operations and whether it was private or municipal.

2: A (large) hall in Beaufort County

This recommendation is for the development of a new mid-size multi-purpose hall for music, dance, theater, film, speakers and other events with a capacity range between 1,200 and 1,500 seats.

Mr. Harkins stated that he would like to see this on Hilton Head Island. It would help differentiate us in the marketplace. A lot of good work has been done - but are we getting ahead of ourselves? When we embarked as a community on this study, a lot of well-meaning and well-intentioned people gave time, talent and treasure to help with what they are interested in. It seems we probably have resource redundancy. We realize we have a wealth of value in the arts but we are not coordinated. Step one is to recognize we have an opportunity and a problem at the same time. Going to the next step, how are you going to pull all this together? When the new Director comes aboard, hopefully that person will come with lessons learned from other communities, a keen understanding who is here and what they are capable of and should we get that person on board to become more informed - sometimes slower is faster and we move at much a more informed rate; look outside the box for funding; ATAX is an opportunity in the future.

Committee members agree with the need for a hall in Beaufort County and hope to create something meaningful, a place where a variety of events can take place.

3: Mitchelville and other heritage assets

Mitchelville is a strong option to attract a significant national audience and would improve our reputation as a diverse and welcoming community, attracting a new segment of visitors.

Committee members were in favor of active partnership of the Town, Coastal Discovery Museum and the Mitchelville Preservation Project to help drive this forward.

#4 Coastal Discovery Museum

The Coastal Discovery Museum's strategic plan includes goals to add and improve facilities that will allow the museum to accept touring exhibitions made possible by its Smithsonian affiliation.

The Committee members praised the Coastal Discovery Museum's strategic plan and for the accomplishment of developing a relationship with the Smithsonian.

5 Community Gathering and Event Areas

This recommendation involves short and long term planning and implementation for three different types of spaces: performance/festival locations, park settings and village gathering places.

Committee members voiced positive response that this item has multi-generational appeal for residents and visitors.

6 Culinary Heritage

This is an opportunity to rediscover Hilton Head Island's food and farming heritage. Committee members agree this item is a quality of life benefit and tourism attraction and this should be part of the Town Visioning process.

Ms. Creamer concluded the presentation by stating that the Webb recommendations should be viewed as steps of investment and an opportunity for Hilton Head Island to be part of regional planning and working with public/private partners for the greater good.

These recommendations have different time elements. Support of this vision does not mean that the Town will take on full financial responsibility for these venues.

In conclusion we recommend moving forward with the Phase 2 contract with Webb Management Services especially moving forward on recommendations for a Community Arts Center and a Hall.

Ms. Joseph, Vice Chairman of the Venue Committee stated they have until June 6 to present these recommendations to Town Council. We asked Webb Management Services to provide us some sense of Phase 2 for three of the six recommendations with an estimate of cost so we can move this set of recommendations forward and take the next steps.

Chairman Likins asked the Committee members if they were ready to make a recommendation to move this to Town Council. Mr. Grant and Chairman Likins stated they were comfortable with the recommendations moving forward.

Mr. Harkins stated that he would like to walk before run. What has been done so far is fantastic and he would like for it to continue to move but needs more information. Mr. Harkins suggested having a community workshop with the consultant to share with us the logic behind the different ways to format the community art center and different ways to utilize space for optimal use and the financial implications. We need more time. I think it is incumbent on the consultant to share with us what logic from his standpoint was the recommendation to go off-island.

Ms. Joseph said she spoke to Mr. Duncan Webb after his presentation and he had gone through in his presentation all the reasons why it should be located off island. He said it was reasonable for the Committee to ask to keep this on our plate while we go into Phase 2. We cannot ask him to do more than he has done.

Chairman Likins stated the consultant did explain his recommendation. He looked at, as requested, existing organizations on the island and what they needed for venue space. There is no need to have the consultant come back and it would not be worth the expense. Webb Management Services did deliver on the original scope of work. We knew Phase 1 would lead to Phase 2.

Chairman Likins stated that no action will be taken today. Town staff will schedule a conference call with Webb Management Services, the Community Services Committee, Ms. Creamer and Ms. Joseph to discuss Venue recommendations.

5. Adjournment

There being no further business, the meeting was adjourned at 10:40 a.m.

Submitted by Eileen Wilson, Sr. Administrative Assistant

Approved by:

5/22/2017
Kim Likins, Chairman