



The Town of Hilton Head Island Regular Culture and Arts Advisory Committee Meeting

Wednesday, January 10, 2018

9:30 AM

Benjamin M. Racusin Council Chambers

AGENDA

As a Courtesy to Others Please Turn Off All Cell Phones and Pagers during the Meeting

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 Minutes**
4. **Swearing In of New Committee Member**
5. **Guest Speaker** – Linda Piekut, The Heritage Library History and Ancestry Research Center
6. **Public Comment**
7. **New Business**
Introduce newly appointed committee member
8. **Old Business**
Update and Discuss Work Including:
 - a. Measurements
 - b. Marketing
 - c. SC Arts District App
9. **Adjournment**

Please note that a quorum of Town Council may result if four (4) or more of Town Council members attend this meeting.



**The Town of Hilton Head Island
Regular Culture and Arts Advisory
Committee Meeting**

Wednesday, December 6, 2017

2:00 pm

Benjamin M. Racusin Council Chambers

Committee Members Present: Chairman Jane Joseph, Vice Chairman Tayloe Cook, Karen Attaway, Terry Herron, Carol Nelson, Miho Kinnas, Stella-lee Anderson, Enid Carranza, Andrea Murray

Committee Members Present Electronically: Lisa Snider

Members Absent: Terry Orr

Town Council Present: Mayor David Bennett

Town Staff Present: Jennifer McEwen, Culture and Arts Network Director

1. Call to Order

Chairman Joseph called the meeting to order at 2 PM.

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

Chairman Joseph requested a motion to approve the minutes of the November 1, 2017 meeting. Mr. Cook moved to approve. Ms. Attaway seconded. The motion passed unanimously.

4. Swearing In of New Committee Members

Mayor Bennett swore in the new members to the committee, Ms. Carranza and Ms. Murray

5. Guest Speaker – Jennifer Winzeler, Island Academy of Hilton Head & the Hilton Head Institute

Chairman Joseph introduced Jennifer Winzeler as a representative of both the Island Academy of Hilton Head and the Hilton Head Institute. Ms. Winzeler first spoke about the Island Academy describing the private school as an innovative education program for K-1. Art is intellectually driven and incorporated into full picture learning across all subjects. The mission of the Hilton Head Institute is to encourage courageous intellectual conversations to spark motivation to move the island forward. The next 16 person dinner is on 12/14 at Muse Gallery. Chairman Joseph, Ms. Nelson, Mr. Herron, and Vice Chairman Cook asked questions about location and participation that Ms. Winzeler answered in regard to both organizations.

6. Public Comment

There was no public comment made.

7. New Business

Introduce newly appointed committee members.

The committee went around the table and introduced themselves publically since two of the three new committee members appointed were in attendance.

8. Old Business

Update and Discuss Work Including:

- a. Measurements
- b. Marketing
- c. SC Arts District App
- d. Strategic Plan

Chairman Joseph began this discussion by updating the committee on her presentation to Town Council and giving a brief overview of what she reported.

Measurements: Chairman Joseph updated the committee that the contract for the Americans for the Arts Economic Impact Study has been executed.

Chairman Joseph reviewed the measurements needed for the SC Cultural Arts District application including visitors and building occupancy. Ms. McEwen will clarify with the SC Arts Commission the precise metrics that they would like to see.

Ms. Attaway and Ms. Kinnas reported that they are consolidating the statistics from the ATAX applications provided by the arts and culture organizations so that our committee can begin tracking attendance and revenue improvements from the CAAC marketing efforts.

Marketing: Ms. McEwen reported that the town has executed a contract with Chris Rosenberry for graphic design work to create the logo for our initiative.

SC Cultural District: First draft of the narrative is complete and being edited. The list of arts & culture locations on the island is complete and in the hands of the town GIS department to create the map for the application and will be completed in January.

Strategic Plan: This plan will also qualify as the action plan for the SC Cultural District. Chairman Joseph introduced her Gantt chart of tasks and goals to show the work flow. Chairman Joseph will share this document with the full committee. Chairman Joseph went through all pages of the plan with the committee. It was determined that one or two members would need to develop recommendations for criteria for major projects and then present to the committee. Ms. Nelson updated the team that she was reading all town comprehensive plans since 1985 and creating a binder for the committee of all references to arts and culture to demonstrate the evolution of thinking on the subject.

9. Adjournment

Chairman Joseph requested a motion to adjourn. Vice Chair Cook moved to approve. Ms. Nelson seconded. The motion passed unanimously. The meeting was adjourned at 4:01 PM

Please note that a quorum of Town Council may result if four (4) or more of Town Council members attend this meeting.