



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

Wednesday, January 24, 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. **Guest Speaker** – Bill Schmidt, The Camera Club
5. **Public Comment**
6. **New Business**
 - a. Discussion of Latinx Inclusion Initiative Strategies
7. **Old Business**
 - a. Education Surveying – Update on process
 - b. Americans for the Arts Audience Surveying – review of materials and volunteer Q&A
 - c. Update on future CAAC meeting schedule
8. **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, January 10, 2018

9:30 am

Benjamin M. Racusin Council Chambers

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

Members Absent: Lisa Snider, Tayloe Cook

Town Staff Present: Jennifer McEwen, Culture and Arts Network Director, Greg DeLoach, Assistant Town Manager

1. Call to Order

Chairman Joseph called the meeting to order at 9:34 AM.

2. Freedom of Information Act Compliance

Ms. McEwen confirmed that 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 6, 2017 meeting. Ms. Nelson moved to approve. Ms. Anderson seconded. The motion passed unanimously.

4. Swearing In of New Committee Members

Mr. DeLoach swore in the new member to the committee, Mr. Orr.

5. Guest Speaker – Linda Piekut, Heritage Library History and Ancestry Center

Chairman Joseph introduced Linda Piekut, Executive Director of the Heritage Library. Ms. Piekut spoke about the 20 year history of the Heritage Library and current plans involving their move into a new office and library space, partnerships with USCB, and plans for their historic sites and programs. Mr. Herron, Ms. Joseph, and Ms. Anderson asked questions about programming and demographics.

6. Public Comment

Jake Jacobson addressed the committee discussing plans to launch the Hilton Head Island International Film Festival in May 2019.

7. New Business

Introduce newly appointed committee member.

Terry Orr introduced himself to the committee with a brief bio.

8. Old Business

Update and Discuss Work Including:

- a. Measurements
- b. Marketing

c. SC Arts District App

Chairman Joseph began this discussion by updating the committee on the process of this committee defining that it is different from other town committees, that the committee is its own staff and Chairman Joseph asked to see improvement in communications including regular email checking, following through with commitments to accomplish work, and taking leadership among the committee members.

Measurements: Ms. Attaway presented two documents that she prepared. The first is a measurement system for the committee to measure the goals developed in the strategic plan. Discussion was had around measuring attendance at arts events across the community based on ATAX numbers or using the numbers provided by the Americans from the Arts survey and it was decided to use the Americans for the Arts as the baseline for the community and committee and to send the participants a brief annual survey to provide updated attendance numbers to the committee for tracking. The second document was an analysis of organizational data from the organizations applying for ATAX funding.

Marketing: No additional marketing updates from last meeting.

SC Cultural District: The second draft of the narrative is complete. GIS is working on the map. Ms. McEwen has a call with Debra Heintz in Rock Hill to get advice from their experience securing the Cultural District.

9. Adjournment

Chairman Joseph requested a motion to adjourn. Ms. Attaway moved to approve. Ms. Anderson seconded. The motion passed unanimously. The meeting was adjourned at 11:28 PM

Submitted by:

Approved by:

January 24, 2018

Jennifer McEwen
Director of Culture & Arts

Jane Joseph
Chairman