



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

**Wednesday, February 28, 2018**

**9:30 am**

**Benjamin M. Racusin Council Chambers**

Committee Members Present: Vice Chair Tayloe Cook, Terry Orr, Karen Attaway, Carol Nelson, Stella-lee Anderson, Enid Carranza, Andrea Murray, Lisa Snider

Members Absent: Chairman Jane Joseph, Miho Kinnas, Terry Herron

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

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**1. Call to Order**

Vice Chair Cook called the meeting to order at 9:30 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**

Vice Chair Cook requested a motion to approve the minutes of the January 10, 2018 meeting. Ms. Attaway moved to approve. Ms. Anderson seconded. The motion passed unanimously.

**4. Guest Speaker – Cindy Whitman, Beach Shack Writers**

Vice Chair Cook introduced Ms. Whitman. Ms. Whitman spoke with the committee about her background and the newly launched Beach Shack Writers Retreat. Ms. Whitman updated the committee that her writers retreat is produced in partnership with Hilton Head Beach and Tennis and French Kiss Bakery. Her biggest needs are around marketing dollars. The committee had an all-inclusive and invigorated conversation brainstorming ideas for Ms. Whitman around business plan development, grassroots marketing, and local networking. All were enthusiastic for Ms. Whitman's program.

**5. Public Comment**

No public comment.

**6. New Business**

Technology Report

Ms. Snider reported about a meeting with Bill Schmidt to incorporate augmented reality along the cultural corridor. The recommendation is to research a place where the beacons/AR are used in a similar manner and learn successes and opportunities. Ms. Carranza commented that the Island Packet sells Geofencing packages. The committee had a conversation about how this could fold into the larger marketing mix of the work that we are establishing the infrastructure for and the value of augmenting the cultural corridor idea with AR. Ms. Snider said she would take next steps to research where this works and bring more details back to the committee.

**7. Old Business**

Update and Discuss Work Including:

a. Americans for the Arts surveying

Ms. McEwen updated the committee that the audience surveying was proving to be more difficult for the committee members than expected and that she is going to work to try and assemble some volunteers to attend events and gather the information, but that she needs committee members to sign up for March and April events as pulling the volunteers together will take time. The committee was appreciative of an effort to find external support for this initiative.

b. SC Cultural District

Ms. McEwen updated the committee that Ms. Snider, Mr. Orr, and Mr. Herron will be working with community volunteers to set up site visits and plan the pitch for the SC Arts Commission. Conversation was held around where the corridor should be for the pitch and getting out in front of establishing the district as opposed to being told where the district should be. A conversation was held about the values of discussing access to public areas in Sea Pines and Hilton Head Plantation via bicycle with POA managers before moving forward with the application since many valuable historic sites are inside these two gated communities.

c. Marketing

Ms. McEwen updated the committee that work on the website should begin next week and please be mindful of deadlines for any requests for copy, images, bios because delays will hold up design. The group discussed the possibility of a group photo for the site.

**8. Adjournment**

Vice Chair Cook requested a motion to adjourn. Ms. Anderson moved to approve. Ms. Attaway seconded. The motion passed unanimously. The meeting was adjourned at 10:58 AM

Submitted by:

Approved by:

March 28, 2018

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Jennifer McEwen

Director of Culture & Arts

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Tayloe Cook

Vice Chairman