

A meeting of the Cultural District Advisory Board (CDAB) was held on May 16, 2019 at 2:00 p.m. in the City Hall Executive Conference Room, 1911 Boundary Street. In attendance were Chairman Bonnie Hargrove, advisory board members Jacque Wedler, Lynda Dyer, and Megan Morris, and Linda Roper, city staff. Board members Carol Lauvray and Mary Jane Martin were absent.

In accordance with the South Carolina Code of Laws, 1976, Section 30-4-80(d) as amended, all local media were duly notified of the time, date, place, and agenda of this meeting.

CALL TO ORDER

Chairman Hargrove called the meeting to order at 2:11 p.m.

PUBLIC ART BENCH PROJECT

Ms. Morris said the reception for the benches was a success. They hope to obtain more publicity with the benches' installation. Ms. Roper said encroachment permits need to be obtained, and she thinks the installation of the benches will be done by the end of June. Chairman Hargrove said that all of the benches have gone back to their "homes." Ms. Roper said the Beaufort Digital Corridor and Habitat for Humanity benches are at 500 Carteret Street; Ms. Dyer said the Reconstruction Era bench is at the CVB.

Ms. Morris suggested "more benches" could be a "placeholder" under "ideas for future projects" on the agenda. They could discuss where benches would work/are needed, she said, and determine where it makes sense to have them and where it would be easy to put them.

[L]
[SEP]

A LITTLE TASTE OF PICCOLO IN BEAUFORT MUSIC SERIES EVENT

Chairman Hargrove said the event went well, except for the inclement weather. The USCB event was "lovely," she said, but only about 35 people attended because of the weather; about 100 people attended the church event.

BEAUFORT ARTS COUNCIL SHOWCASE AT TASTE OF BEAUFORT

Chairman Hargrove asked Ms. Roper about the showcase because she could not attend Taste of Beaufort. Ms. Roper said the Arts Council had a tent, but the showcase was not as "elaborate" as their representatives had said it would be. The weather was possibly an issue, as well. There were some artists present, she said, but no one was demonstrating their work. When the bad weather would let up, there were "waves of people" all day at Taste of Beaufort, Ms. Roper said, but even when the weather was "decent," the Arts Council's artists didn't feel like "they were getting a lot of attention." She feels that if the Arts Council had been offering more activities, they would have had better attendance. The education fair during Shrimp Fest had "multiple people" making presentations, for example, and it was "very well-attended," Ms. Roper said.

CDAB'S FUTURE INVOLVEMENT WITH ART WALK [1] [SEP]

Only 4 or 5 galleries were represented, Chairman Hargrove said, and she asked for the board's input on whether ArtWalk should be "our project or not."

Ms. Wedler said she feels CDAB shouldn't get involved in what appeared to be the conflicts among the galleries. Ms. Roper said the Cultural District's purpose is to bring "awareness of art within the district and the different types of art." Chairman Hargrove said she doesn't mind supporting ArtWalk with promotion, but she feels the event needs to be "raised up." She agrees with CDAB promoting it, but she doesn't know how to make the event better when the participating galleries don't seem to agree about what they want to do with ArtWalk.

Ms. Morris asked what there is to organize, given ArtWalk's "current structure." She feels CDAB is saying that for ArtWalk to be a success, it needs "more event elements . . . to be more dynamic," so that would require more work from the galleries. She suggested CDAB could promote and help with ArtWalk only once a year, and the galleries, if they chose to, "could have a second one on their own."

Ms. Roper said the galleries want ArtWalk to be given "more attention," so they feel it shouldn't be coupled with any other event (e.g., First Friday or Shrimp Festival) except HBF's home tours.

Chairman Hargrove suggested CDAB could work with the galleries to "make it more of an experience," and find out what they "would be willing to do to make it different." Ms. Wedler asked if the galleries had considered having ArtWalk in tents along the waterfront, as some other communities do. Ms. Morris said she thinks the intention of the event is to draw people into their galleries, and weather could be an issue with fine art.

Ms. Morris suggested that CDAB commit to creating graphics for the galleries and other outlets to use for promotion of ArtWalk; the board could ask the galleries if there's "anything they would like to add." They should get through this year's Fall ArtWalk – for which a date has already been committed to – and then maybe only have a Fall ArtWalk in 2020, she said.

Ms. Dyer said she recently received a call at the CVB from someone trying to update the Beaufort Art Association's map. Chairman Hargrove said there was discussion at last month's CDAB meeting about "working with the survey answers."

Ms. Roper suggested "a map that incorporates the galleries, the Cultural District – all of it together." There was a discussion about this and about apps versus paper maps. Ms. Dyer said she would look at how many clicks the digital visitors' map on the CVB website gets.

Ms. Morris said the map/brochure/rack card could be another element of support for ArtWalk. Chairman Hargrove said the Cultural District mission includes other things than art galleries, so a Cultural District map would include those entities that were identified at the district's beginning; the mission is also for "anything history-oriented," for example. Ms. Morris showed the board a map of Hilton Head's arts/history/cultural sites.

Chairman Hargrove suggested a motion about "whether to take on the Fall ArtWalk as one of our fall projects or not." **Ms. Morris made a motion that CDAB would create graphics and help promote the Fall ArtWalk on the weekend it's currently scheduled and would work with Downtown Operations to request the necessary permissions for street closures and to allow open containers. Ms. Wedler seconded. The motion passed unanimously.**

IDEAS FOR FUTURE PROJECTS [L] [SEP]

Ms. Dyer told Ms. Morris that a community events calendar "keeps coming up," but the CVB has "not made any progress on it." Chairman Hargrove said since one of CDAB's roles is as "a cultural collaborator," it could host a calendar roundtable in June with various organizations to determine the level of input people would be willing to make (e.g., Would anyone be willing to contribute money to do such a calendar?). Ms. Dyer said they could also determine the parameters for inclusion in the calendar.

The board members determined that the third week of June would work best for a calendar meeting. They discussed making this meeting a part of the CDAB meeting. There was a discussion of who should be invited to the calendar meeting. They determined that groups should be asked from throughout Northern Beaufort County. Chairman Hargrove suggested the Black Chamber of Commerce; Ms. Roper suggested the Beaufort Area Hospitality Association and a representative of the Town of Port Royal. Ms. Wedler suggested starting "relatively small" and seeing what comes out of the meeting, then growing the group.

ROUND TABLE – ANNOUNCEMENTS AND UPDATES FROM BOARD MEMBERS [L] [SEP]

Chairman Hargrove said National Theatre Live will offer theater programming on film at USCB's Center for the Arts. "Engage" is a new monthly program at the CFA. The next season will feature "10 big productions, children's theater," and more, she said.

Ms. Dyer said the numbers in the Visitor Center have increased from previous months, and even when it was slow, a number of tour buses came in. The visitors' guide is being updated, and she said the benches might take the place of the mermaid statues, which used to be in the guide when there were more of them. Chairman Hargrove told Ms. Dyer that **Susan DeLoach** took some good pictures that the CVB could use of guests at the bench reception with a Forrest Gump impersonator.

Ms. Wedler said there are 3 more "Little Taste of Piccolo in Beaufort" events coming at

the end of May and in June. Chairman Hargrove said that would be promoted on the Cultural District website. Ms. Wedler said the one at the Verdier House hasn't been promoted because the seating is limited, but they have a poster from **Steve Rosenberg**, and he's said he'll work it out if the event is oversold.

Ms. Roper said the events the city produces downtown are over for this season. There is a lot of work being done on The Arsenal roof, and they're getting bids on restrooms and window restoration. The city is also in the process of getting bids to repair the pilings at Waterfront Park, she said; other park projects might be included if the "nice chunk of money" holds up.

Ms. Morris said Santa Elena is planning the year ahead; they will announce new digital exhibits soon. They are holding summer camps with the Verdier House and Reconstruction Beaufort, she said.

Ms. Morris asked where the posters for the benches could "live" because they are good and were an investment. Chairman Hargrove said she didn't know if they should go with the benches to their sites. She could remake the posters with "the final product" on them, she said. Ms. Roper suggested putting them at the breezeway at the marina where the restrooms are, because it gets a lot of traffic, and it doesn't look good now. Chairman Hargrove said the posters are all available digitally, and they could discuss in the future what they want to do to promote the benches.

Ms. Roper said they are trying to pull together what they want to put in the West Street information boxes, which they "really need to complete . . . by the end of June." Chairman Hargrove said the board members should make giving Ms. Roper their organizations' dates a priority.

Chairman Hargrove invited everyone to "The Wonderful Wizard of Oz," which has 92 children in it.

There being no further business to come before the board, Chairman Hargrove adjourned the meeting at 3:02 p.m.