

A meeting of the Cultural District Advisory Board (CDAB) was held on February 21, 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 and Rhonda Carey, city staff. Board members Carol Lauvray and Mary Jane Martin were absent. Sandra Baggette, Lynn Brown, and Linda Tully from Atelier on Bay, and Carolyn Jebaily from Beaufort Art Association (BAA) were guests.

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 2:14 p.m. She welcomed new board member **Lynda Dyer**, the CVB representative.

MINUTES

Chairman Hargrove made a motion, second by Ms. Wedler, to approve the minutes of the January 17, 2019 CDAB meeting. The motion to approve the minutes as submitted passed unanimously.

ARTWALK

Chairman Hargrove and the Atelier representatives discussed the history of ArtWalk and who would take on the community event that Main Street Beaufort once produced. It seemed to fit the Cultural District, Ms. Roper said. There is no ownership of the event, Chairman Hargrove said. **Sandra Baggette** agreed that it's a community event.

Chairman Hargrove said last April CDAB partnered with Downtown Beaufort Merchants Association on ArtWalk in conjunction with First Friday, and the event was a success. This year, there was a request to change the date to make it in conjunction with the Historic Beaufort Foundation (HBF) fall home tours. Because it is on a few calendars for April 5, she suggested keeping it on this date and changing it to coincide with the tours next year. Ms. Baggette said ArtWalk in the past coincided with the fall and spring home tours and took place on Saturdays, so home tour visitors could go to the galleries afterward.

Lynn Brown said when ArtWalk was on the weekend of the home tours, it brought more people to the galleries who were interested in art than it did when it was in conjunction with First Friday. Ms. Baggette said the last ArtWalk was a big success, though, when people were downtown for the car show that was part of the First Friday event.

Carolyn Jebaily said she had heard discussion about having a whole weekend for ArtWalk. She said she would think all types of arts – including performing arts – should be involved to make it more special, but she is most interested in knowing which date

ArtWalk would be on. Ms. Baggette described HBF's weekend-long tours in the past.

Chairman Hargrove said April 5 is the advertised date for ArtWalk. Ms. Wedler said the fall home tours are October 25-27. The Architect's Tour is March 16 this year, she said. Ms. Jebaily said TDAC said anything that takes place before the third week of March is more likely to be funded with ATAX money because that is before the peak tourism season.

Ms. Morris made a motion to proceed with ArtWalk on April 5, and to work with gallery representatives to hold the fall ArtWalk in conjunction with the fall home tours October 25-27. Ms. Roper seconded the motion. The motion passed unanimously.

Ms. Jebaily said ArtWalk would be a sneak peek of a BAA art show that will open the following night.

Chairman Hargrove asked if the cards for ArtWalk had been helpful. Ms. Baggette said they were, as were the flags. The posters were "probably the best," she said. Some of the galleries mailed the postcards.

Ms. Carey said ArtWalk was advertised on the city's Facebook page. She said galleries could submit things that they were doing to "expand" the event's publicity. Chairman Hargrove said they could use the same format for the press release that was used last year.

Ms. Carey said the galleries could let her know of any particular features of their galleries for ArtWalk. She explained how the Facebook page and the events tabs would work. Chairman Hargrove said the Cultural District now has a Facebook page, too. Ms. Dyer said the event would also be picked up for the CVB's calendar.

The city will create a graphic for ArtWalk for Facebook, posters, and rack cards, Ms. Morris said. Chairman Hargrove said the posters would be done by next week. Instead of cards, she said she'd send a jpg for the galleries to use on their email lists. Ms. Baggette said having the digital version would cut costs, and the galleries would put posters about ArtWalk "all over town."

Ms. Morris said on April 5, Santa Elena would have a ship in the marina downtown, which would draw more people there.

BENCH PROJECT

Ms. Carey said she is waiting on 3 of the partners to get her their renderings for the benches, and then "in-house folks" will review them. The benches are ready, she said, and they're on-track for installation on May 15, with a showing and reception for the benches May 10 at USCB, after which there will be a screening of *Forrest Gump* on the lawn at USCB.

Ms. Carey said she likes that there are so many partners involved; it's a successful collaborative project.

Ms. Morris said Santa Elena Foundation has a room with nothing in it, so she is putting the bench there as "part of an evolving display" and a place for the artists to work on the bench.

Ms. Carey said locations for the benches are 500 Carteret Street, the Black Chamber of Commerce, USCB, Santa Elena, the Reconstruction Era monument office, and Waterfront Park.

Ms. Morris said the shuttle route has been expanded and includes the National Cemetery. She will ensure that the "latest graphics on that" are sent to CDAB members.

Chairman Hargrove said about half the benches are "more history-related" and use different forms of art to explain that history.

A LITTLE TASTE OF PICCOLO IN BEAUFORT MUSIC EVENT, MAY 2-6, 2019/CITY OF BEAUFORT – TASTE OF BEAUFORT

Chairman Hargrove said this event would be the first weekend in May. Ms. Roper and Ms. Carey are working on Taste of Beaufort, and this event will piggyback on it. Chairman Hargrove said the Cultural District is working with the Black Chamber of Commerce on a dinner, to be catered by Saltus, which would raise funds for Pride of Place, which Ms. Roper explained. Donations can be general or specified for items and areas. For example, she said, they are hoping Pride of Place donations would help to fund electric outlets in Waterfront Park to make it easier for events and organizations to set up. The program was designed so people who want to donate can help to improve infrastructure in Beaufort, Ms. Roper said.

Chairman Hargrove said Mayor **Billy Keyserling** is paying for the entertainment for A Little Taste of Piccolo in Beaufort this year, and **Steve Rosenberg** is helping to get talent to perform for it. If they decide they want it to expand into more of a cultural festival in Beaufort, she said, the Pride of Place money could be used for that.

Ms. Carey and Chairman Hargrove described 4 musical performances: Thursday night at the dinner would be Charleston's Mayor **John Tecklenburg**, Friday will be a program called "Lunch & Listen," and two performers would be part of the Saturday Taste of Beaufort lineup. On Sunday at 3:00 p.m., Piccolo Spoleto artists will perform at an area church, possibly First Presbyterian.

Ms. Carey said this would be a way of determining if there was "an appetite" for cultural performances of all kinds, and if so, Beaufort could have "an actual arts festival." Chairman Hargrove said it's a good way to gauge the type of response they get and to

plan for next year, so they are working on a form for artists to apply to be a part of this. Ms. Jebaily said the performers are “juried in” for Piccolo Spoleto. Chairman Hargrove said they could work in the “art in unusual places” idea.

Ms. Carey said Mr. Rosenberg has been involved with Piccolo Spoleto for a number of years, so he has been very helpful. There will be a variety of styles of music, including a harpsichord on Sunday.

Ms. Wedler discussed the new executive director for HBF, **Heather Seifert**. Chairman Hargrove asked Ms. Wedler to invite Ms. Seifert to a CDAB meeting.

FUTURE PROJECTS, PLANNING, & COLLABORATIONS [L] [SEP]

Chairman Hargrove said had met with Ms. Morris to discuss goals and ideas for CDAB, which Ms. Morris presented a draft of to the board in a handout.

Ms. Morris reviewed the goal of CDAB and the criteria that come with the Cultural District designation. Three action areas for the board:

- Support the free shuttle, which operates in the Cultural District
- Work with partners on the benches at shuttle stops
- Promote events and activities within the Cultural District through a Cultural District website and Facebook page, including a calendar; Cultural District information signs at the West Street Extension; a Cultural District information center in the Santa Elena lobby, and Cultural District ambassadors – volunteers who want to help with events and at the Cultural District welcome center

Chairman Hargrove suggested discussing this draft and fine-tuning it for the next meeting.

Ms. Carey suggested expanding the actions to include “promoting and creating” events like A Little Taste of Piccolo in Beaufort. Ms. Morris suggested a fourth bullet point: “Conduct special events in the Cultural District as approved by the city and the board” (e.g., A Little Taste of Piccolo in Beaufort and ArtWalk).

Ms. Morris said to do these things, there is a board by ordinance. She suggested electing other officers (e.g., a vice-chair) and dividing CDAB members into committees to carry out the action points (e.g., “community connections,” promotion and engagement, and projects and initiatives).

Chairman Hargrove said there should be a vice-chair and an “executive board” member. Ms. Morris said Ms. Roper would be the treasurer. Chairman Hargrove said as she goes off of the chair position, a vice-chair would be good for the transition.

The ambassador program was something that the Chamber of Commerce talked about years ago, Chairman Hargrove said, and she explained how it might work, including

everyone being on the same page about what they were talking about with the Cultural District.

Ms. Dyer said there's a sheet in the Visitors Center that has the hours that various organizations are open, and she could share that. Ms. Morris said her work at the Visitors Center is a way that it's very helpful for Ms. Dyer to be on CDAB. Ms. Carey said she didn't know about that list, but she could see it being expanded to go on the information board at the West Street Extension. Ms. Roper said explained that the empty side is going to be the annual event calendar, which will split up the events in the Cultural District by season. Ms. Dyer said the Visitors Center also has sample itineraries for tourists, to encourage them to do things if they only have an hour, or 3 hours, etc.

Ms. Morris said the umbrella effort has been established, and now Ms. Dyer could help to ensure that the information on the board is correct and consistent, but now they need a volunteer to hang that information up, for example.

Chairman Hargrove said they should figure out where a natural place is for board members to be in the 3 roles/committees.

Ms. Dyer asked if there is a central calendar. Ms. Morris said there's "a huge need for that." Chairman Hargrove said they were thinking that this might be something that CDAB could help with. If it were a Google calendar, for example, groups would be responsible for submitting to it. Ms. Dyer said the Visitors Center uses the events sections of Facebook and could pull from that and format it differently, but she'd like other types of events on a central calendar, like sports, for example.

Ms. Carey said at the very least, the calendar needs to have the CDAB organizations' events. Ms. Morris said they should keep it simple; it should help organizations know when to plan events, and it could also point out opportunities for collaboration. Ms. Carey said CDAB could help promote the understanding of how important it is to put things on the calendar by showing those opportunities. One of the initiatives could be to get the word out to organizations to put their events on the calendar (e.g., with simple business cards with the calendar address on it), she said.

Ms. Dyer said when visitors come to the Visitors Center, and the shuttle is running, the staff likes to tell them to park free at Santa Elena and get on the shuttle.

Ms. Jebaily said no one in the Cultural District is represented in the plan to have a path along The Bluff that goes to the marina as an expansion of the Spanish Moss Trail to downtown. She said it's being promoted as bringing "more opportunities for merchants" on Bay Street, and she asked if CDAB had input on this, since it would also lead to the Cultural District. There was general discussion about this possible trail expansion.

Ms. Carey explained the Spanish Moss Trail expansion and suggested that where it terminates, there could be a kiosk to tell people what they could do from there. There are models out there that could “help to make it smart,” she said.

Ms. Morris said Hilton Head has a pamphlet about taking a “cultural tour by bike.” Ms. Jebaily agreed it would be good for CDAB to be involved with the bike and walking trail expansion, so it’s about more than getting people downtown to eat and shop.

There was general discussion about the art galleries and ArtWalk.

ROUND TABLE – ANNOUNCEMENTS AND UPDATES FROM BOARD MEMBERS SEP

Ms. Wedler said for HBF, March is the Architects’ Tour; this Monday, **Larry Rolland** will be the speaker for “Dinner & a Lecture.” April is “Southern Settings,” she said. HBF is renovating a small building next to **Kevin Cuppia**’s store that they are going to rent out when the renovation is complete. Ms. Wedler said it used to be a barbershop, and they found stations when they took down the wall.

Ms. Roper said the city has received a grant, so there will be restorations at The Arsenal, including windows, roof replacements, and new restrooms. They are also in the process of planning construction *under* Waterfront Park, she said, for which they also have a grant.

Ms. Morris said Santa Elena has completed room renovations on their building’s second floor, so now it’s fully occupied, and the heritage library is now more accessible. Reconstruction Beaufort is also using space there. March 2 is “Pedro’s 500th birthday party,” she said, and Mr. Rosenberg is helping with 16th-century musicians. There will be lectures, a Pedro Menendez re-enactor, and more. The Santa Maria comes March 29th, and there will be a “shipwreck conference” to follow. Exhibits at Santa Elena are being updated, Ms. Morris said.

Ms. Carey said she is working on the bench project, and Taste of Beaufort is coming up, adding that A Little Taste of Piccolo in Beaufort is “fun.” The format for Taste of Beaufort will be what it has been in the past. **Bernadette Macchi**, an administrative assistant in Downtown Operations and Community Services, is “our new co-worker,” Ms. Carey said, and she and Ms. Roper will bring her to a CDAB meeting.

Chairman Hargrove said the Center for the Arts has the Beaufort Film Festival now and “great shows are coming up.” She is planning for next year. Coming up this season are *Pirates of Penzance*, “Artrageous,” a tribute to Journey’s *Escape* album, a children’s theater production, *Nonsense* in June, and an additional children’s theater camp this summer.

Ms. Dyer said she was at the Governor’s Conference on Tourism & Travel. March is a busy month, she said, with travel writers here now, then tour operators, and the

following week, South Carolina welcome center managers will come to town. **Linda Jeffries** was hired as a director of sales to expand motor coach travel to Beaufort, Ms. Dyer said, and she is working to identify meeting spaces in town. **Colleen Smith** is a new part-time employee at the CVB, Ms. Dyer said.

There being no further business to come before the board, Chairman Hargrove adjourned the meeting at approximately 3:54 p.m.