

A meeting of the Cultural District Advisory Board (CDAB) was held on April 18, 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 Lynda Dyer and Carol Lauvray, and Linda Roper, city staff. Dick Stewart was a guest. Board members Jacque Wedler, Mary Jane Martin, and Megan Morris 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 2:07 p.m.

MINUTES

Approval of the minutes of the March 21, 2019 CDAB meeting was tabled because there was not a quorum present of members who had attended the meeting.

SPRING ARTWALK – ART WALK/GALLERY AND ARTIST SURVEY

Chairman Hargrove said she'd sent a survey about ArtWalk to 13 or 14 galleries but had only gotten 3 of them back. She passed out the results of those. The intent of the survey was to determine if there were a group of galleries who would want to see ArtWalk go forward, she said. The galleries that responded said, "Of course" they wanted ArtWalk to continue, and they wanted to help with that.

Chairman Hargrove said **Mary Thibault** had told her that she hopes CDAB would continue to support ArtWalk, and Chairman Hargrove told her that CDAB would "always support it," but it might not be "on the Cultural District's scope of work for next year," because CDAB is "not here to do festivals."

Chairman Hargrove said when Main Street Beaufort ended, CDAB had told the galleries that it would help with ArtWalk. There was a discussion about who "owns" ArtWalk, and it was determined that no one owns it, she said: the Arts Council, the galleries, and Main Street Beaufort all did it for a time, and "it briefly went over to the Chamber" of Commerce, and now it's "kind of fallen to us to do it."

Chairman Hargrove said the Fall ArtWalk has been associated with the Fall Tour of Homes, though the Spring ArtWalk is not connected with another activity that would bring in other groups.

Chairman Hargrove said CDAB tries to plan what it will be a part of a year out. She suggested returning to the topic of whether ArtWalk "is part of our scope." There was a general discussion, and Chairman Hargrove said there is a "lack of support" for ArtWalk because 2 or 3 galleries do the work, and the others say they want to have ArtWalk and have it be "really successful," but "they don't do anything to make it better."

BENCH PROJECT

Chairman Hargrove said there is a beautiful poster, and a press release is out, so hopefully there will be good attendance at the opening reception at USCB. The city will install the benches in June, she said. Habitat for Humanity's and Santa Elena's benches are finished, but Chairman Hargrove said she's not sure about the others. She has a jpg of the poster for digital use.

Chairman Hargrove said they are hoping there is a Phase 2 of the project with more benches like there are in a city in Kentucky, which has a number of them and has a "bench tour." The benches do not have to be "confined by the Cultural District," she said, and they hope groups will be "clamoring to have one." Habitat for Humanity makes the benches, which she said probably weigh 500 pounds.

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

Chairman Hargrove said this has been scaled back; the Thursday performance with "the two mayors" is not being held because "there was no money in it." There will still be free concerts on Friday at lunch at USCB, on Saturday at Taste of Beaufort, and on Sunday at First Presbyterian Church.

Ms. Roper said the posters are out, and it's being pushed on social media "pretty heavily." They feel A Little Taste of Piccolo in Beaufort is a "great addition" to Taste of Beaufort, and they are hoping it will grow as an extra element of that event. Chairman Hargrove said it's a great example of "art in unusual places," which is one thing the Cultural District wants to do.

Ms. Lauvray said the theme of the June issue of *Beaufort Lifestyle* magazine is "music and the arts," so they might be able to do "a follow-up on the event."

Chairman Hargrove told **Dick Stewart** that all of the artists for A Little Taste of Piccolo in Beaufort are being paid through Mayor **Billy Keyserling's** "mother's foundation," and they hope to expand the event in the future. Mr. Stewart asked what the festival would be like in 5 or 10 years. Chairman Hargrove said she'd love to see it be a 10-day event, with all or most events free, but with "a few that might be big." She would like it to be like Piccolo Spoleto in Charleston, she said, where the events are affordable and "accessible," with a variety of performing and visual arts, as well as rotating installations of permanent public art.

Mr. Stewart said about 15 years ago, "the public arts commission" and the city passed an ordinance that said 5% of the budget for any public buildings would be spent on public art, but then when "it came time to build the first civic building" after that, "they decided not to do it." Though it "sort of went by the wayside," he thought it was a good idea for the government to provide incentives for the private sector to participate in public art in the community. He feels it would "be nice to have some sort of mechanism to encourage entrepreneurial activity " related to public art.

Chairman Hargrove said CDAB “had to go through HBF (Historic Beaufort Foundation) for these benches, and that was very enlightening,” because then the project had to go to the Historic District Review Board (HDRB), where concerns were raised about the benches (e.g., whether the art on them might be “religious in nature”), which is something CDAB and the other organizations involved hadn’t considered to be issues.

Chairman Hargrove said CDAB has “always talked about wanting to do more,” and doing it in “places like Tabernacle” Baptist Church or other unused venues where people don’t normally go to see performing arts.

In the future, the money for A Little Taste of Piccolo in Beaufort will be coming from Beaufort Pride of Place, Chairman Hargrove said, so they need to raise awareness of that fund.

There was general discussion about a possible Chalk Walk sponsored by the art department at USCB on the campus sidewalks.

FALL ARTWALK – WHAT IS CDAB’S ROLE/PLAN FOR THE EVENT?

Ms. Dyer asked if the date for the Fall ArtWalk had been determined, and she was told it’s always done in conjunction with the Fall Tour of Homes, so it would be “the last weekend of October.” Chairman Hargrove said it is easier to be successful if they plan the year ahead, so she feels they should also discuss whether CDAB would help with the Spring ArtWalk as well.

Chairman Hargrove told Mr. Stewart that according to people who have worked on ArtWalk for years, it has been done in conjunction with the home tours because the tours bring in locals as well as out of town visitors, who then visit the galleries after they have done the home tour.

Ms. Dyer said, based on the most recent ArtWalk, “there’s not complete buy-in” from “all the galleries.” Ms. Roper said her opinion is that if ArtWalk “went away, there would be a lot of conversation about it,” but she’s not sure people would step “up to the plate to try to do something about it.” She feels the galleries need to be engaged and understand that it “could be better than what it is” with greater participation and involvement from the galleries, which all stay open for ArtWalk, but it’s “a challenge” for most of them to “be creative” in order to “make it successful.”

Ms. Roper said CDAB is trying to figure out “what would work for” the galleries and “really get them excited” about “doing something” to make ArtWalk “better than it is.”

Mr. Stewart said at various times he’s been on the boards of Main Street, the Arts Council, and the Chamber when those organizations were involved with ArtWalk, and for more than 20 years, the issue has always been how to get people excited about it

and get them involved. He asked, "How would we define what success means for ArtWalk?" Galleries' staying open is a step, he said. Ms. Roper agreed that this is something everyone struggles with. Chairman Hargrove said purchases are how the galleries measure the event's success. It's based on the number of people who come through the galleries' doors to have a glass of wine and look around, she said, but more by the dollars that are spent during ArtWalk.

Mr. Stewart said, as a downtown property owner, he feels "many of the merchants" there "have some sense of entitlement," which he described, and "the city and the rest of us are supposed to get together and put our time and energy together to drive customers into their businesses." He thinks defining "success" and "measuring the galleries into it" would be a good idea. There are spaces where additional galleries could be, he said, and if the Cultural District were to create the definition of success, the galleries could buy into that or not. The goal is not for CDAB to be the galleries' "commissioned sales agent," encouraging people to go into their businesses, Mr. Stewart said. "At the end of the day, you're doing them a favor," he said. "They've got to step up."

Many gallery owners are "lovely people," Mr. Stewart said, but they don't have the business sense they need to be successful. Setting a goal for what would be a successful ArtWalk "challenges" the galleries to "take an active role and make it happen," he said, because if they aren't "interested in participating," it's a "perfectly legitimate goal for the city, if that's who's sponsoring this activity," to "expand our arts offerings" and to take actions to increase the perception of Beaufort as "a dynamic arts community."

Chairman Hargrove said she'd hoped with the survey that galleries would "express some interest" in having "a say" in how ArtWalk is run and indicate that they value the event by taking a few minutes to fill it out. She feels it comes down to what Mr. Stewart said: all of the galleries want to see ArtWalk happen and be successful, but only those 3 galleries want to take the time to promote ArtWalk on Facebook, for example, and "help promote the greater good," as well as their individual galleries.

Ms. Roper said the measurement has been getting all of the galleries to stay open for ArtWalk, which they do now, but it is a question of whether ArtWalk goes "to the next level," which is what CDAB "is trying to figure out."

Ms. Dyer said she thinks the galleries should have to choose to either "physically get involved [with ArtWalk] or pay."

Chairman Hargrove said CDAB wants to help by marketing the event and being supportive of it, but "we can't do it all."

Mr. Stewart asked the role of the Downtown Merchants Association in ArtWalk. Ms. Roper said ArtWalk is no longer being done in conjunction with First Fridays. Mr.

Stewart said one of the reasons he came to the meeting is because he's "expecting to see Port Royal begin to take shape as a destination," and it remains to be seen what the town will do regarding arts activities. "What happens here" is important to "the health and well-being of the downtown area," he said, and he's been talking to a variety of organizations involved in that, such as CDAB and BAHA.

Ms. Roper asked what the Convention and Visitors Bureau (CVB) position on ArtWalk is. **Robb Wells** was "very involved in the ArtWalk for years," she said, and she asked if the organization took a position on whether it brings more people into Beaufort. Ms. Dyer said she thinks Mr. Wells would say that the CVB wants activities downtown and north of the Broad because they "give us something to draw tourists." Some of the activities may not "increase our heads in beds," but they are "good for the community."

Ms. Dyer asked if Chairman Hargrove could send the survey out again to the galleries that didn't respond, and Chairman Hargrove said she had done that the day before. Ms. Dyer suggested hand-delivering them to those galleries, and Chairman Hargrove encouraged her to do that. Ms. Dyer said she'd be happy to do that.

Ms. Lauvray asked how they know how many people who come to ArtWalk are from out of town. Chairman Hargrove said she knows some of the galleries have sign-ins. Ms. Lauvray said that could be a measure of success: getting tourists to participate in ArtWalk.

Mr. Stewart said **Bill Cochrane** of Alcoa "founded Main Street" Beaufort, and "Alcoa funded it for a period of time," in addition to the downtown Farmers' Market, which was successful for many years. "That energy" did not come from the downtown merchants, he said, but from Mr. Cochrane's interest in Beaufort providing "the front door" to "community" for the Dataw development. Mr. Cochrane wanted downtown Beaufort to be a success because that's what people who would buy houses in Dataw would see, Mr. Stewart said.

Mr. Stewart discussed wine tastings that once took place at Waterfront Park, which were ended, rather than solving a problem of pouring too much wine per ticket. ArtWalk needs to "be very interesting and engaging," he said. They shouldn't settle for people "strolling up and down the street" and congratulating the galleries that "choose to open [their] doors." He said, "Realistically," the galleries "don't see any downside" to ArtWalk operating as it is now, with CDAB promoting it for them. The galleries should be told, "You have to help yourself a little bit," and not just rely on the city and CDAB.

Chairman Hargrove thanked Ms. Dyer for offering to go to the galleries with the surveys, which she thought might help with getting responses from others besides the three galleries that always respond to invitations to come to CDAB meetings.

SEP

REVIEW AND DISCUSSION OF BOARD MEMBER TERMS, APPOINTMENTS, AND

VACANCY

Ms. Roper presented information to the board that she had obtained from the city clerk's office about which members' terms had expired. There was some discussion about whether Ms. Lauvray's term had been renewed or not and the status of Ms. Dyer's term as the CVB representative.

Ms. Roper said Ms. Lauvray's term had converted to a 3-year term on June 30, 2017, lasting until June 30, 2020.

Chairman Hargrove said she didn't believe that Ms. Wedler's term had been addressed yet. Ms. Roper said she would research minutes to determine what has been done and when terms expire.

Ms. Roper said there is currently no vacancy on CDAB. Ms. Martin was "already appointed," so Ms. Roper said she would update that information.

Chairman Hargrove asked if any action needed to be taken on the Ms. Wedler's and Ms. Dyer's terms "since they've expired." Ms. Roper said yes, Mr. Wells' position should have renewed for a 3-year term; Ms. Dyer is his replacement for the CVB.

Ms. Lauvray said she is stepping down as the president of the Beaufort History Museum at the end of May, but there is no one else who wants to be president, so she'll continue to represent Beaufort History Museum on CDAB, and the museum board is working on lessening the amount of work the president must do so that they can find her replacement in that role.

Chairman Hargrove said she wants to step down as the chair of CDAB, so she had talked with Ms. Morris about the position, with Chairman Hargrove remaining as a co-chair for the first six months to a year, and then remaining on CDAB as the USCB Center for the Arts (CFA) representative.

Ms. Roper said they need to have as many members of CDAB as possible present at the next meeting, "because the board chair gets elected by the board."

ROUND TABLE – ANNOUNCEMENTS AND UPDATES FROM BOARD MEMBERS

 Ms. Lauvray asked Ms. Roper what "the timeframe is for doing things at The Arsenal," such as the new restrooms, windows, and the roof. Ms. Roper said there have been numerous challenges with the roof contractor and subcontractors. She discussed where to see a sample of the roofing that will be going up. While she's not sure of the order of the work, she said the city hopes the roofs will be done by the end of June.

The city put out an RFP for both the window restoration and the restrooms, Ms. Roper said, but they only got one bid, and "it was way over-budget," so they split it up, with less "stringent requirements for preservation architects for the restroom portion" of the

project, while maintaining the requirement for preservation architecture experience for the window restorations. This will go out next week, she said.

Ms. Roper told Ms. Lauvray that specs for the protective UV coating for the windows are in one section of the bid. Early on, Beaufort History Museum representatives were “adamant” about having the same UV coating that the windows currently have, Ms. Roper said, so the information was prepared accordingly, but now the scope has changed because they want “the film instead” of “the plastic-looking stuff.”

Ms. Lauvray said May 7 is the sold-out annual tea fundraiser for Beaufort History Museum at Dataw, where nationally recognized authors will speak and awards will be given out.

Ms. Lauvray said Beaufort History Museum will participate in National Tourism Week. Ms. Dyer said the week is May 5 through 11; it will begin with the reading of a proclamation from the steps of City Hall, and then from 10 a.m. to 2:00 p.m., a variety of entertainers will perform at The Arsenal through the week.

Ms. Dyer said the CVB is busy, and it’s “nice to have the buses back in town,” with “about 42 permits for April,” which is up from “5 or 6” last year. Also, the CVB sells ads on its “pad map,” she said, and they highlighted the free shuttle and put in a small ad for it.

Mr. Stewart said 303 Association is working with USCB on additional student housing and might donate a building to the university to “consolidate their art programs.” His company is also looking at building 33 residences in condos downtown, across from Blackstone’s, a hotel in Port Royal, and a meeting center/hotel and apartments near Beaufort Town Center.

Ms. Roper said the city is planning Taste of Beaufort and is partnering again with BAHA, as they did for Shrimp Festival, which “adds the professionalism for the restaurants.” New restaurants are participating in Taste of Beaufort that haven’t before. **Rhonda Carey** is pulling together the entertainment, Ms. Roper said, and there are more craft vendors than there have been in the past. Most of the craft and other vendors are “fairly local,” she said, so the city is trying to engage them more.

The city is in the midst of its budget process, Ms. Roper said, and there is a request in for some funds for the Cultural District. One downtown initiative is to make it “easier to have some activities,” which aren’t necessarily “a huge festival” or First Friday events, she said. They want to be “able to provide the venue” to bring different groups of people downtown and have them find activities when they do. Ms. Roper said Ms. Carey has been working on partnering with the Air Station and the school district on an field trip for 30 children to go behind the scenes at the Air Show to have lunch with the pilots and see the jets.

Mr. Stewart asked about the marina. Ms. Roper said the city is in negotiations for the marina contract. Mr. Stewart asked when people would see “some operational and physical changes down there,” and Ms. Roper said August 1. The current lease is up June 30, but it would not work to transition to “an entirely new marina operation” in July, when Water Festival is held, so **Rick Griffin**’s lease has been extended through August. She said the new operator is Safe Harbor, which has a “network of marinas” throughout the US, including 4 or 5 that the company just purchased in Charleston.

Ms. Lauvray said the National Parks Service’s National Park Week starts this coming Saturday, and there will be a lot of activities at Penn Center’s Darrah Hall, as well as having the NPS Visitors Center downtown open throughout the week.

Chairman Hargrove said the CFA’s 2018–2019 season wrapped up with a Journey tribute. Beaufort Children’s Theater will present “The Wizard of Oz,” and Beaufort Theater Company will present “Nonsense: The Mega-Musical.” They are booking for next season now, she said, and described some of the offerings.

The CFA is working with other nonprofits to offer a monthly “Let’s Talk About It” series, Chairman Hargrove said. Past topics included opioid addiction and palliative care, she said, and the results have been positive.

There being no further business to come before the board, Chairman Hargrove adjourned the meeting at approximately 3:27 p.m.