

# CITY OF BEAUFORT



1911 Boundary Street  
BEAUFORT, SOUTH CAROLINA 29902

## Cultural District Advisory Board

January 11, 2018

Executive Conference Room #2 – 2<sup>nd</sup> Floor  
**1911 Boundary Street**

- I. **Call to Order** – Bonnie Hargrove, Chair **4:00 PM**
- II. **Review of Minutes**
  - A. December 14, 2017
- III. **Old Business**
  - A. First Friday Support Discussion
    - Schedule of Performances
    - Marketing
- IV. **New Business**
- V. **Adjournment**

**NOTE: IF YOU HAVE SPECIAL NEEDS DUE TO A PHYSICAL CHALLENGE, PLEASE CALL IVETTE BURGESS 525-7070 FOR ADDITIONAL INFORMATION**

### **STATEMENT OF MEDIA NOTIFICATION**

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

A meeting of the Cultural District Advisory Board (CDAB) was held on December 14, 2017 at 4:00 p.m. in the City Hall Executive Conference Room, 1911 Boundary Street. In attendance were Chairman Bonnie Hargrove, advisory board members Mary Jane Martin, Megan Meyer, and Carol Lauvray, and Linda Roper, city staff. Robb Wells and Jacque Wedler 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 4:02 p.m.

### **MINUTES**

**Ms. Martin made a motion, second by Ms. Meyer, to approve the minutes of the November 16, 2017 CDAB meeting. The motion to approve the minutes as submitted passed unanimously.**

### **APPLICATIONS**

No new applications have been received, Ms. Roper said.

### **SIGN UPDATE**

There was a discussion about where in the Cultural District the signs could go and whether CDAB members might want more than are indicated on the map Ms. Roper shared with them.

### **WEST STREET EXTENSION INFORMATION SIGN**

Ms. Roper said she and Mr. Wells discussed the sign, and he was to come back with a “cohesive design” based on that discussion and CDAB’s comments. They determined funding of the sign should come from the Cultural District because events on the board would be within the district, and CDAB would have “some control” of the content. Chairman Hargrove asked if that meant CDAB would need to have it designed. Ms. Roper said she thought Mr. Wells was going to bring the board a design, but he is not at the meeting.

Ms. Roper said she likes the idea of the information board with posters that was discussed at the previous meeting. Chairman Hargrove said there might be an issue with “shrinking . . . down” posters; an events’ logo with bullet points of information would work better. Ms. Roper said Mr. Wells understood that they wanted to use the whole board for event information – not have part of it taken up with a photo.

Ms. Roper said the quarterly First Friday posters are being redesigned, and Chairman Hargrove had said the posters should be done monthly. Chairman Hargrove said there would be a template with the month’s theme and then the particulars of the activities

and/or performances.

Ms. Martin said she knows that the Downtown Merchants Association is working on a poster template. Ms. Roper said she believes that this is in progress, and they can make a determination of what to do in January if each of the upcoming months' designs is not ready.

Ms. Lauvray arrived at the meeting.

### **FIRST FRIDAY SUPPORT: SCHEDULE OF PERFORMANCES**

Chairman Hargrove said she sent a hand bell choir flier to 20 churches in an effort to get people to perform, but no one has responded. January 5 is the First Friday for which they are needed, she said, so the board members each need to volunteer to call two churches to find performers. They each chose different churches to contact. Performances would be staggered between 5:30 and 8:00 p.m. There was a general discussion of what to tell potential bell ringers.

For February, Chairman Hargrove said she has found that strolling violinists are easy to find, but finding an accordion player has been "a little bit of a fiasco." It was decided that poetry readings would take place on the steps of the Verdier House from 6:00 to 7:00 p.m.

There was a discussion about which churches have bells that they could ring during January's First Friday. Chairman Hargrove said those contacting churches in the downtown area about bell choirs could also ask about the churches all ringing their bells at 6:30 p.m.

Ms. Martin said she had recommended that merchants also give out small jingle bells to their customers.

In March, "Shop 'n' Hop" is the theme. Chairman Hargrove said she has contacted an Elvis impersonator. Beaufort Theater Company will be wearing sock hop outfits, and if merchants also want to wear costumes, they could. She said music could be at the West Street Clock; they might do a karaoke with songs from the 1950s.

The car club is fine with having classic cars there, Chairman Hargrove said, but Bay Street is not going to be closed until April's First Friday, and it would be better for people to look at the cars if the street were closed off.

Chairman Hargrove said the April theme is "Spring Fling," which is when there was discussion of having "a trial run on the beginning of an arts festival." It was decided to return to this one.

May's theme is "Celebrate Mom," Chairman Hargrove said. She has found some street

corner magicians who charge about \$350 - \$500 to do two sets.

Ms. Lauvray suggested children's choirs could perform.

Chairman Hargrove said giving away goody bags had been discussed. Ms. Lauvray said moms could be given flowers.

Chairman Hargrove said she is looking for caricature artists; silhouette artists would also be good.

Ms. Martin said she would contact someone at TCL's cosmetology program about offering makeovers.

Chairman Hargrove said Ms. Wedler could contact Beaufort Day Spa, which is in the district, about offering chair massages. **Gail Westerfield** said she would contact **Brittney Hiller** about the same thing.

The June theme is "Dads and Dudes." There was general discussion about the mechanical bull that Chairman Hargrove said would be rented.

Ms. Meyer said she would see if marsh tacky horses could be brought downtown for the event.

Chairman Hargrove said she would look into getting bandanas in bulk to give to merchants to give away to their customers.

There was a general discussion about closing streets for First Fridays. Chairman Hargrove asked Ms. Roper to see if Scott Street could be closed in June for the mechanical bull and possibly square dancers performing. Ms. Meyer said closing a single block "here and there" would be a big help. It was agreed that doing so would also draw people further into the Cultural District, rather than just being concentrated on Bay Street.

Ms. Roper said that signs could be used to direct people to performances or other activities.

Ms. Martin read an email from Chairman Hargrove about what CDAB needs to accomplish in order to have a small arts festival for April's First Friday. Chairman Hargrove said she had contacted the V-Tones – a Charleston band – and they would play for 3 hours for less than \$1,000. She said they had also discussed playing "old-fashioned games" for nonprofit organizations to raise money. It might be easiest to have a Friday & Saturday event, Chairman Hargrove said.

Ms. Meyer said that Saturday night might be the spring ArtWalk. Chairman Hargrove

said it is. There was general agreement with the idea of having games and the live concert on Friday night and have live painting in the Cultural District on Saturday until around 6 p.m.

There could be a food truck in the Cultural District during that period, Chairman Hargrove said, but they wouldn't want them to compete with local restaurants; Ms. Meyer suggested having a truck that served snack foods to avoid that.

Ms. Meyer and Ms. Lauvray said they would not be able to chair an arts festival committee because of scheduling conflicts. Ms. Martin said she could help with getting artists to do plein air art. Ms. Lauvray and Ms. Meyer could work on the "old-fashioned game committee" and contact local nonprofits to see if they were interested in participating on the evening of April 6 and possibly the afternoon of April 7.

Chairman Hargrove suggested that there could be two CDAB meetings per month to plan this event. There was general agreement with this, and with the idea of one being an "unofficial" meeting specifically for planning the event.

Ms. Martin said there might be a way to tie in the plein air painters and ArtWalk. She said it was important to not step on the toes of any of the galleries by appearing to interfere with ArtWalk.

It was generally decided to try having CDAB meetings at 4:00 p.m., rather than at 2:00 p.m., for the next several months.

There was a general discussion of CDAB's accomplishments and determining goals for 2018.

There being no further business to come before the board, Chairman Hargrove adjourned the meeting at 5:22 p.m.