

CITY OF BEAUFORT

1911 Boundary Street
BEAUFORT, SOUTH CAROLINA 29902

Cultural District Advisory Board

January 18, 2018

Executive Conference Room #2 – 2nd Floor
1911 Boundary Street

A. Call to Order – Bonnie Hargrove, Chair

4:00 PM

B. Review of Minutes

A. January 11, 2018

C. Old Business

A. Applications

B. Marketing

• Signage

C. First Friday Support

D. New Business

A. Shuttle Service

B. 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 January 11, 2018 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, Carol Lauvray, and Jacque Wedler, and Linda Roper, city staff. Robb Wells and Megan Meyer 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 4:19 p.m.

MINUTES

Ms. Martin made a motion, second by Ms. Roper to approve the December 14, 2017 minutes as submitted. The motion was approved unanimously.

FIRST FRIDAY SUPPORT: SCHEDULE OF PERFORMANCES & MARKETING

Mary Thibault said the Downtown Merchants Association is working on the new First Friday poster; the current poster is for January through March.

Chairman Hargrove said she had spoken to the Rabinowitz Music Studio about violinists for February's First Friday, and they prefer to stroll.

The Verdier House steps will be used for poetry readings. A small sound system is available, she said, but Ms. Wedler said the Verdier House would not be open. Chairman Hargrove said she would look for another location for power.

Chairman Hargrove has confirmed with the Harbormasters, and they are "thrilled" to perform. They will serenade people in several locations.

Ms. Thibault said "Voices" is interested in performing in February; Chairman Hargrove suggested a 7 p.m. to 8 p.m. time slot, and Ms. Thibault said she would contact the group to check on that.

There was a discussion about amplified voices and music for various performers at First Fridays.

Ms. Roper said at the Downtown Merchants Association board meeting, there was a discussion about closing the streets once each quarter for First Fridays. The April First Friday would kick that off. Chairman Hargrove said they had discussed closing West Street in June for the mechanical bull. Ms. Roper said that street and 2 others will be the city's by that time.

Ms. Thibault asked, if the V-Tones need a small stage, if that would be an expense the merchants' association needs to cover; Chairman Hargrove said she needs to hear what specs the band needs, and then she can check if there's something available at USCB that meets their needs. If there's not, she would see what Amazing Rentals has.

Ms. Martin asked if the date of ArtWalk was certain. Ms. Thibault said she believed it had been changed. Ms. Wedler determined that ArtWalk would be March 17, from 5 p.m. to 8 p.m.

Chairman Hargrove said for March, she was planning karaoke and to have Beaufort Theater Company actors in costume and singing oldies.

Chairman Hargrove said thinking of the time frame from 5:30 to 7:30 is easier and allows time for people to get downtown and gives performers some breakdown time.

Chairman Hargrove told Ms. Lauvray that she needed to know if there were any costs associated with "old-fashioned games" for the April First Friday. Ms. Lauvray said she expected there would be 5 or 6 games. Ms. Roper reminded her the street would be closed, so the games, such as a dunk tank, could be set up there.

Summary

February: Loving Beaufort – Violins, poetry, Harbormasters, maybe Voices

March: Shop 'n' Hop – Elvis, Harbormasters, Beaufort Theater actors, maybe karaoke, maybe a dance demo with Topher and Gina

April: Spring Fling – old-fashioned games, classic cars, V-Tones, Hokey Pokey event

May: Salute to Mom – choirs, massages, Voices

June: Dads 'n' Dudes – bandanas, mechanical bull, maybe square dancers, maybe Marsh Tacky horses

Chairman Hargrove said she had researched photo booth accessories, and they could be used for any theme, with the photos being taken in different stores. The photographer could have them, or they could be placed in a couple locations. Ms. Roper said if they do that, the photo locations should be part of the marketing materials.

Ms. Roper said the Downtown Merchants Association wants to form a First Fridays committee, and they could determine locations, how to market the events, etc. That committee needs to be energized, she said. Chairman Hargrove said she can finish the budget after this meeting and get it to the committee. Ms. Roper said CDAB's ideas could be pitched to the committee, and they could work with the budget, too. Chairman Hargrove asked if she should wait to book performers. Ms. Roper said the committee

“would add to this work” that CDAB has done and could have input on things like where the performers would go.

Ms. Thibault said the Chamber of Commerce and the Downtown Merchants Association are doing the promotion of First Fridays. Ms. Roper said promotion will be in several places.

Ms. Roper said she needs to send **Shawn Hill** the colors for the information board, which are the Cultural District’s colors. She and Mr. Wells have given him direction. Half of it will be festivals, and the other will be the quarterly breakdown of events.

Ms. Lauvray asked the budget for the old-fashioned games. Chairman Hargrove said she would research who has a dunk tank. She wants old time carnival games, and there will be inexpensive prizes like candy. There was a discussion of various games they could have.

Chairman Hargrove said a group like the Girl Scouts might want to collect donations for their group at this First Friday. Ms. Martin suggested researching records related to the Hokey Pokey, and Chairman Hargrove said the Beaufort Children’s Theater would sponsor a group dance event, and they would all be invited, she said. Ms. Lauvray said a drone could live-cast it.

Ms. Thibault said to involve the businesses, as well as bringing people downtown, the idea had arisen to have First Friday t-shirts printed, and those who wear them into businesses would get a discount there. Chairman Hargrove suggested buttons, and Ms. Martin suggested totes.

Ms. Lauvray said the Hokey Pokey event could be projected on a big screen. She knows someone who would donate a drone to film it live. Chairman Hargrove said Ms. Lauvray and Ms. Meyer should find out the cost of a big screen.

There will be an all-day mini-plein air event on April 7, and Chairman Hargrove reminded Ms. Martin to look for artists to participate. There will not be a conflict with ArtWalk for that, it was decided, since that event is on March 17.

Chairman Hargrove said, as First Fridays go on, they will move off of being only on Bay Street, so, for example, the Beaufort History Museum might remain open that evening for visitors. Ms. Martin said she had gotten an email from Ms. Meyer about a shuttle that could take people throughout the Cultural District

There being no further business to come before the board, Chairman Hargrove adjourned the meeting at 5:25 p.m.