



CITY OF BEAUFORT
1911 Boundary Street
BEAUFORT, SOUTH CAROLINA 29902

Cultural District Advisory Board

June 21, 2018

1911 Boundary Street

City Hall, Executive Conference Room #2
2nd Floor

A. **Call to Order** – Bonnie Hargrove, Chair

2:00PM

B. **Review of Minutes**

A. May 17, 2018

C. **Old Business**

- A. Marketing
- B. Signage
- C. Website
- D. Shuttle Support
- E. Art Walk

D. **New Business**

A. **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 May 17, 2018 at 2:00 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, Robb Wells, and Megan Meyer, and Linda Roper, city staff. Jacque Wedler was 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 2:09 p.m.

MINUTES

Ms. Roper made a motion, second by Ms. Lauvray, to approve the February 15, 2018 minutes as submitted. The motion was approved unanimously.

SIGNAGE

The information board sign for event posters is finished, Ms. Roper said. CDAB is supposed to approve the posters that go in. Beaufort History Museum would do a poster of its new exhibit hall, Ms. Lauvray said.

Ms. Roper introduced **Rhonda Carey**, her assistant.

Ms. Roper said there should be rules, policies, or guidelines for the Cultural District event board.

At a previous CDAB meeting, there had been some discussion of Mr. Wells saying that fundraisers should not go on the event board. Mr. Wells said those types of fundraisers he meant were those that would not be included in the calendar of events on BeaufortSC.org. For example, an event that is open to tourists is an “open door” event, he said, and it is not considered a fundraising event, while a “closed door” fundraiser would not be promoted on the BeaufortSC.org site. So events in the Cultural District – such as HBF’s Soiree or USCB’s “The Affair” – would qualify, but a church’s car wash would not, Mr. Wells said.

Chairman Hargrove suggested positions on the events board could be first-come, first-served. Ms. Roper said there are 8 positions. Chairman Hargrove said they could have a spreadsheet each month with the 8 spots on it, and groups could sign up to submit their events’ posters each month. The events need to be inside the Cultural District for a poster dedicated to a single event, she suggested; an offsite event (like an organization’s event at Dataw) could be included in an organization’s poster listing other events that were taking place in the Cultural District.

Ms. Roper said the spots on the side of the board that are dedicated to festivals could be reached out to for text and a picture, or CDAB could develop the spots themselves. Mr. Wells said a welcome center has something similar with spots for “seasonal events,” and he suggested that for this board.

Chairman Hargrove said the Beaufort Film Festival and the Pat Conroy Literary Festival are also annual events in the Cultural District, and she asked if those festival spots should only be for events that take place in Waterfront Park.

Ms. Martin asked about putting a strip with the dates for the events that are current underneath the “permanent” posters. Ms. Carey suggested putting a website address that had more specific information about the event that visitors could go to in order to find out more about it.

Chairman Hargrove said if the information on the board were only seasonal, a tourist wouldn't see a future event and consider coming back to Beaufort for it. Mr. Wells said there probably need to be inserts with the names and actual dates of the events in the “permanent” section. He said visitors would inquire about events, and the posters on the information board should eliminate as many initial questions as possible.

Ms. Carey suggested a 4-frame photo on the board, if it's going to be seasonal. The board should always be “full,” so it doesn't look like there's not a lot going on, she said.

Mr. Wells said in the original discussion of the information board, the events in the “annual events” side of the board were city-sponsored festivals. Ms. Roper said annual events in the Cultural District that aren't city-sponsored should be included, too. Ms. Martin said there should be criteria that determine whether an event goes on the annual side. Mr. Wells agreed and said CDAB would have to determine criteria, and if an event didn't meet all of them, it wouldn't go on that part of the board.

Ms. Lauvray said originally, the annual events side of the board was for festivals and events that happen in Waterfront Park, so she wondered why an organization like Beaufort History Museum would want to be on that side if it has a space for particular events on the other side of the board.

Mr. Wells said the annual events are those that create a “tourism impact,” so CDAB should ask if an event creates “an economic impact” to include it on that part of the information board. Data about that impact would need to be tracked, he said.

Ms. Roper said they could take the reference to “Waterfront Park” off of the board and make it “Cultural District Annual Events.” Ms. Carey said she likes the idea of seasonal events in the four slots.

Ms. Carey suggested photos instead of logos for the annual events section. Ms. Martin

said if the section had the organizations' web addresses with logos, people seeing that could pursue more information about the events that interested them.

Chairman Hargrove summarized that the annual events portion of the board would have "a seasonal approach," with listings of festivals per season that take place in the Cultural District. Organizations would need to provide a logo with the appropriate specs by June 15 (or another date TBD). It was determined that the criteria to be met for inclusion are events that 1) have data to prove that they are tourism-driven, 2) are in the Cultural District, and 3) are "within the mission of the Cultural District." Any event would need to meet *all* of these criteria.

This would be done annually, so every March, city staff would request this information of various organizations, Chairman Hargrove said.

ArtWalk should be included in the annual events portion, Chairman Hargrove said.

Mr. Wells said he would send the events for the annual events portion from BeaufortSC.org. He proposed that another criteria to be added might be that if an organization has an existing designated spot on the right side of the board, it would not be included on the annual events side. There was a discussion about this, but no conclusion was reached.

Chairman Hargrove said they should use the information the Chamber of Commerce has now, and if an organization brings another event to be included among the annual events, they could provide data to prove that it is a "tourist-driven" event. There was general agreement with this.

Ms. Roper showed the new Cultural District signs and said she needs Public Works to hang them; some poles require encroachment permits. She and someone from Public Works will walk the Cultural District and determine the poles on which the signs can and cannot be hung. The poles have different diameters, so they will need different sizes of brackets, she said. Ms. Roper feels it's likely that these signs will be in place by July 1.

WEBSITE

Chairman Hargrove said the Cultural District's page should mirror what is being promoted on the information board. Mr. Wells puts the content on the page, and he agreed to update it to go with the board. Ms. Meyer said when the images are created for the annual events section, they could be given to Mr. Wells for that purpose on the page.

FIRST FRIDAY SUPPORT

There was general discussion of the April First Friday, which was very successful.

The May First Friday was "up against the Taste of Beaufort," Ms. Martin said, so First

Friday “died” when the band playing for Taste of Beaufort started.

For June’s First Friday, Bay Street and the side streets will be closed, Chairman Hargrove said. She said the Downtown Beaufort Merchant Association has “got this,” and has the people and resources to plan, manage and promote the events. She feels it’s better for First Fridays to be the merchant association’s “gig.” Chairman Hargrove said she has told **Mary Thibault** that CDAB will support First Fridays but not “in a hands-on way,” as it has been.

Ms. Martin said the June First Friday would have a building project from Lowe’s, as well as “a shag party” and a DJ.

Ms. Roper asked if the Cultural District wants to have its branding on one of the First Fridays. Chairman Hargrove said if ArtWalk is going to be one of CDAB’s projects, then the First Friday in April and the one during the Fall Tour of Homes should be the Cultural District’s.

SHUTTLE SUPPORT

Ms. Meyer said the shuttle has had about 1,000 passengers so far, running 3 days a week. Recently, the group updated city council about its success. This period was called “a trial run,” she said, but if the shuttle stops now because of funding, it would lose momentum.

CDAB had identified the usefulness of a shuttle for helping people to have greater mobility in the Cultural District, Ms. Meyer said.

Ms. Meyer reviewed the presentation that was made to city council about the shuttle. Its daily operational cost is about \$150 a day, she said.

Chairman Hargrove suggested benches at the shuttle’s stops would be good. Ms. Meyer said that’s been discussed as an opportunity for the Cultural District.

Mr. Wells said the Visitors Center tells visitors to go to the marina to park to get the shuttle. Ms. Meyer said the feedback about the shuttle has been great, and there’s a lot of support. **Andy Beall** has gathered the funds from downtown merchants, USCB, and some private donors to continue the operations in June, she said.

Ms. Roper said, “Some support for the shuttle” (\$12,000) was included in her budget with the understanding that there needed to be help from partners, which is what council wanted. They also discussed ways to sell ad space to raise funds on the route maps, she said; they’re looking at “creative ways” to fundraise.

Chairman Hargrove suggested that CDAB could run a cakewalk at a First Friday, and the funds raised could go to the shuttle.

Mr. Wells asked how the budget item for the shuttle was received by city council, and Ms. Roper said they only asked how much she had requested for it.

Chairman Hargrove said she has been researching opportunities for funds. The NEA has an "Our Town" grant (The first effort to get this grant for benches was unsuccessful), and it might be a good idea to apply again to promote the shuttle and the Cultural District – especially if it's called the "Cultural Coach" – with funds going for benches along the route at the shuttle's stops. Mr. Wells said he thinks this is a good idea, especially if the funds would be for the shuttle program.

There was a discussion about putting buckets on the shuttle to collect donations.

Chairman Hargrove said if CDAB wants to pursue this grant, the first letter is due at the end of June. Ms. Roper asked if this is a matching grant. Chairman Hargrove said the amount that can be applied for is \$25,000 to \$100,000, and there is a 100% match.

Mark Vanderpool helped to write the Cultural District proposal, and Chairman Hargrove said she'd like to work with him again on this grant.

Ms. Meyer said she would like to see any possible opportunities pursued, such as a state grant, if there are any. Ms. Lauvray said the SC Arts Commission might be able to help by pointing out possible funding opportunities. Chairman Hargrove said there are many grants out there, but they need to "figure out a context" in which it fits and then apply for them.

ART WALK

ArtWalk will be the first week of April and in October during the Tour of Homes, Mr. Wells said. For the fall ArtWalk, there will be some "open air stuff," including a sidewalk art contest on Port Republic Street so that street would need to be closed. He suggested asking for that street closure now. Chairman Hargrove agreed and said she wants to have anything that can be done for this event done "as early as possible." They should determine an art show and "have non-traditional art gallery spaces [that are] still promoting art downtown," she said.

Ms. Roper asked what hours Port Republic Street should be closed. Mr. Wells suggested all day on Friday, and he said it should be from Scott to Charles Streets. The police department has to man a street closure the whole time it's closed, Ms. Roper said. Ms. Carey said they can't just put up unmanned barricades because police may need to take control of the streets.

Chairman Hargrove said ArtWalk would be on Saturday in the fall and on Friday in the spring. She suggested the streets could be closed at noon for people competing in the sidewalk art contest.

Chairman Hargrove said the competition could be separated by age levels, or there could be a “more professional competition” that artists enter for a price; for example, they might pay \$25 to enter, but then they could win a \$500 prize. There could also be an amateur competition, she said. Nonprofits could also compete, with the prize money going to their organizations if they won, Chairman Hargrove said.

CDAB members are to look into other sidewalk art festivals (e.g., SCAD’s, the former Arts Council’s) for details for this ArtWalk competition.

REVIEW TERMS OF OFFICE FOR ALL MEMBERS

There was a discussion about this. All current board members are in place until June 2019. When a term is up, Chairman Hargrove said, it’s for the organization that person represents, not that individual, so that person could serve again, or the organization could put in another representative in his/her place.

There was a discussion about having another cake walk in September at First Friday, because Bay Street would be closed.

Ms. Roper asked about **Shawn Hill** coming to a CDAB meeting to discuss a contest for art for the shrink-wrapped utility boxes. Chairman Hargrove said she would like him to come to a meeting and make a presentation. It was agreed to put this on the June agenda.

It was agreed that next month’s CDAB meeting should be at 2:00 p.m.

Ms. Meyer said the formation of the CVB will be helpful to all organizations and to the City of Beaufort, as are other groups that CDAB can get information from and work with.

Chairman Hargrove said the board might consider sending someone from CDAB to the annual national cultural district meeting, perhaps in 2019.

There being no further business to come before the board, Chairman Hargrove adjourned the meeting at 3:37 p.m.