



CITY OF BEAUFORT
1911 Boundary Street
BEAUFORT, SOUTH CAROLINA 29902

Cultural District Advisory Board

July 26, 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. June 21, 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 June 21, 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 and Carol Lauvray, and Linda Roper and Rhonda Carey, city staff. Robb Wells, Jacque Wedler, 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 2:21 p.m.

MINUTES

Ms. Roper made a motion, second by Ms. Lauvray, to approve the minutes of the May 17, 2018 CDAB meeting. The motion to approve the minutes as submitted passed unanimously.

MARKETING

Ms. Lauvray said Mr. Wells had told her this was to be his last CDAB meeting as a representative of the Chamber of Commerce, but he would not be present at this meeting.

SIGNAGE

Ms. Roper described the status of the Cultural District signs. Ms. Carey said the signs would be attached to wayfinding signs, street signs, and on poles. Ms. Roper said **Lauren Kelly** had said that there were areas around Bay Street that seemed over-saturated with signs, so they have moved them to other areas that Ms. Kelly had suggested. Public Works will do the installation; the brackets the vendor recommended would work on most of the posts, but some other types of brackets have been ordered for where they're needed, Ms. Roper said. The next step is to re-plot the sign map based on Ms. Kelly's suggestions, and then Public Works will allocate two people to put up approximately 32 signs.

Ms. Roper showed a map of sign locations, with one-sided signs that are on the right side of the road for drivers, as well as double-sided signs. Originally, there were not signs back in the neighborhoods, she said, but she feels that the current plot is best. The Point is the only neighborhood that the Cultural District goes into where there are no signs, Ms. Roper said.

Ms. Roper said they could put signs up in a second phase; Chairman Hargrove asked if they could ask Ms. Kelly for permission now even if they don't put all the signs up at this time. Ms. Roper said she could do that. Ms. Carey said Ms. Kelly had said that they only need to get her "the table list" next time. There was a discussion about where they

might want to add signs for “Phase 2.” Ms. Roper said there should be signs on Port Republic and Craven Streets, and various board members noted other places that signs might go.

Ms. Roper said **Shawn Hill** is working on a concept for the downtown information sign. The “Annual Events” side is what isn’t done yet, she said. If any CDAB members have posters, Ms. Roper said to please get them to her. She or Ms. Carey could come pick 11” x 17” posters up, if members need that, and they will get them put into the sign.

WEBSITE SEP

Chairman Hargrove said they are trying to match the images in the information sign to the web page. Information needs to go to Mr. Wells, whom Ms. Roper said is probably going to continue to maintain the BeaufortSC.org site.

Ms. Roper said the city’s website is undergoing a redesign. She asked how the CDAB members felt about the Cultural District information being on a “Downtown” page. There was general agreement to this, and Ms. Roper told Chairman Hargrove that there would be a “button” to lead to the Cultural District page.

SHUTTLE SUPPORT SEP

Ms. Lauvray said Ms. Meyer sent an email that the packages for Experience Beaufort are now \$25 and \$41. Also, there are 3,000 shuttle maps at the printer. The city has passed a budget to fund the shuttle through the end of the year with funding from other partners as well, according to Ms. Meyer’s email.

Ms. Lauvray said up to the May CDAB meeting, 1,000 people had ridden the shuttle. Ms. Roper said she’d like to know the numbers since the cruise ships stopped.

Chairman Hargrove said at the next First Friday where Bay Street would be closed (September 7), the Cultural District could have a cake walk, with proceeds and donations going to shuttle support. Ms. Roper said if they did this, they should discuss how to get donated cakes. There was a general discussion about this. The shuttle partners might want to ask their board members about donating cakes. Ms. Carey suggested that a deal could be made with a bakery to cover its costs, and then it could make a batch of cakes at a discount in exchange for publicity.

There were 12 to 15 cakes at the last cakewalk, Ms. Lauvray said. There was a discussion about the walk being near the live remote or deejay. Chairman Hargrove told Ms. Roper it should not last longer than an hour and a half, starting at 6:00 p.m.

Ms. Carey said there would be a “Thanks a Million” letter-writing campaign at the July First Friday. Among the other activities, Boy and Girl Scouts will give out small flags, and Uncle Sam and Lady Liberty will be walking the streets and available for photos.

ART WALK SEP

Chairman Hargrove gave out a handout about initial ideas for ArtWalk. She said the idea is to get people “moving around” looking at art in “non-traditional places.” This will take place during the day and evening of Saturday, October 27.

Ms. Lauvray asked where they would get the artists who will be “in place.” Chairman Hargrove said that could be up to the business. If a business is going to be promoted as an ArtWalk destination, it needs to be open and “have something for people to go see” that incorporates art. Ms. Carey suggested that to get fuller business participation, CDAB could put out a call for artists, so a restaurant or other business that wants to participate could have someone referred to it if they don’t know any artists.

Ms. Carey discussed the sidewalk chalk art competition based on research into other city’s competitions. She discussed what should be in the guidelines for the competition (e.g., age range categories, themes for the art). Chairman Hargrove said they would like to start promoting this contest and ArtWalk now, so she’d like to make such decisions quickly.

Ms. Roper said she doesn’t know if the city can collect the entry fees for the competition; she will ask Mr. Wells if he could do it as the city’s designated marketing organization. It would be easier to manage if he could handle the money for the prizes and so forth, she said. They will need to work out the financials of the competition, Ms. Roper said. Chairman Hargrove said the money could possibly be run through USCB, if need be.

Chairman Hargrove asked if any remaining profits would go back into promoting the next year’s ArtWalk. Ms. Roper said they could discuss that; it could also go toward the match for a grant for benches, or the Cultural District could earmark the money for benches and put it in the Pride of Place fund.

There was a general discussion about the bench project and how it might be executed. Chairman Hargrove said the benches are to be placed at shuttle stops, and they might have themes based on where they’re placed.

Ms. Carey said the sidewalk art needs guidelines for “acceptable and non-acceptable content.”

Chairman Hargrove said they would count the sidewalk squares on two streets, possibly Port Republic and West Streets.

The board decided that the first age category would be 12 to 16, with under 12-year-olds having a free “doodle” area on a side street. Ages 17 and up could enter in the amateur or professional categories; the registration fee and prize amounts would both be higher for professional artists.

Ms. Meyer texted that there have been 350 shuttle riders since the beginning of May.

Ms. Roper read the prize categories for a chalk competition in Florence. The board determined the categories for the ArtWalk chalk contest would be middle school, high school, and adult divisions. Middle and high school prizes would be gift certificates, Chairman Hargrove suggested. They would not have to pay a fee but would have to pre-register. Cash prizes would be for ages 18+. The entry fee for the adult division would be \$15. Fees would be non-refundable.

The deadline to register would be October 19. There would be verbiage about this being a family-friendly event to keep the art appropriate. Check-in would be at 8:30 a.m., and the artists would work from 9 a.m. to 1 p.m. Judging would follow that. Audience favorites could be voted on until 6:30 p.m. Announcements of winners would be at 7:00 p.m.

The prize for Best of Show would be \$350; first place would win \$250, second place would win \$150, and the "people's choice" winner would receive \$250.

Participants would provide their own supplies. There was a discussion of different rules (e.g., non-oil-based, washable chalks, art must fit within the square, "appropriate" and non-political art, the artists giving the right to use photos of their art).

NEW BUSINESS

Ms. Lauvray said Mr. Wells had told her that he would probably appoint **Linda Dyer** to represent the CVB on CDAB. Chairman Hargrove said a CDAB representative would need to go before council about changing the by-laws to include a CVB representative. **Ms. Roper made a motion to amend the CDAB by-laws to include a representative of the CVB among CDAB's board members. Ms. Martin seconded the motion. The motion passed unanimously.**

There being no further business to come before the board, Chairman Hargrove adjourned the meeting at 3:57 p.m.