



CITY OF BEAUFORT
1911 Boundary Street
BEAUFORT, SOUTH CAROLINA 29902
Cultural District Advisory Board

November 21, 2019

1911 Boundary Street

City Hall, Executive Conference Room #2
2nd Floor

- I. **Call to Order** – Bonnie Hargrove, Chair **2:00 PM**

- II. **Review of Minutes**
October 17, 2019

- III. **Old Business**
 - A. Bench Installation Update
 - B. Discussion of the Presentation of *Before I Die* project exhibit

- IV. **New Business**
 - A. Programming and Planning for the SC Arts Commission Group January visit
 - B. New Initiatives, Goals, and Project Ideas
 - C. Round table – announcements, updates, etc. from board members

- 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 October 17, 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 Carol Lauvray, Mary Jane Martin, and Lynda Dyer, and Rhonda Carey, city staff. Board member Megan Morris 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 2:06 p.m.

MINUTES

Ms. Dyer made a motion, second by Ms. Carey, to approve the minutes of the September 25, 2019 CDAB meeting. Ms. Dyer said on page 2, in the last 2 paragraphs, references to Ms. Dyer (i.e., discussing the trolley) should be to Ms. Sundra. **The motion to approve the minutes as amended passed unanimously.**

REVIEW OF DISBURSEMENT/CHECK REQUEST REQUIREMENTS FOR BOARD SUPPORT OF VARIOUS PROJECT PROPOSALS

Ms. Carey said, to “have a check request that makes sense,” she has a budget for the “Before I Die” project but will need a receipt. Chairman Hargrove said at the next meeting they could establish this procedure for other applicants. Ms. Carey said she would create a disbursement form.

DISCUSSION ABOUT ESTABLISHING SPECIFIC DEFINITIONS AND GUIDELINES FOR CDAB SUPPORT REQUESTS

CDAB members looked at the form and discussed defining terms:

- “Funding” would mean CDAB giving “actual dollars for a project,” Chairman Hargrove said.
- “Co-sponsorship” could be endorsement, or it could mean sharing in expenses; the city waives fees/makes a donation in-kind when it is a co-sponsor, Ms. Carey said. Co-sponsorship would include help with planning and implementation, and it might mean monetary support as well, the board decided.
- “Planning” would involve a brainstorming session, with CDAB making recommendations and serving in an advisory role.
- “Marketing” would be CDAB publicizing a project on the Cultural District Facebook page and its web page on the city’s site.

Ms. Carey asked if “volunteers” meant that CDAB would help to find volunteers or that CDAB members would volunteer. Ms. Lauvray suggested making it clear that it’s helping the individual or organization to find volunteers for its project by sharing CDAB’s resources.

Chairman Hargrove said, for any form of request, the Cultural District logo should be on all of the project's materials, and with co-sponsorship, CDAB could require that the project append "co-sponsored by the Cultural District" or "sponsored in partnership with the Cultural District" to the logo on its materials.

REVIEW OF CONTENT (ANNUAL AND HERITAGE EVENTS) FOR DOWNTOWN DISPLAY CASE

Ms. Dyer said the CVB could have a list printed to go in the case. The list she had is not complete. She and Ms. Carey will work on it.

BENCH INSTALLATION UPDATE

Ms. Carey said next week she is meeting with **David Prichard**. They are rewriting the application to SCDOT and will go forward from there. She feels that this time, the application "will easily be approved."

The Reconstruction Era bench location will be on a pad between Nevermore Books and the National Park Service building, Ms. Carey said.

There was a discussion about the Arts Commission coming in January and being able to see the benches at that time.

REVIEW AND DISCUSSION OF SUPPORT REQUEST RECEIVED FROM BEAUFORT AREA HOSPITALITY ASSOCIATION (BAHA)

Ms. Carey said she sees only "a loose tie-in" with BAHA's project and the Cultural District's initiatives and "what we're trying to do." The training is a great idea for Beaufort, but she is having trouble "connecting the dots." BAHA would like to make have a video of the training, and the request is to go toward that expense, she said. The training is for hospitality staff, so Ms. Carey feels it would be better to go to restaurants and hotels for funding. Ms. Dyer said to be a Hospitality Star, you have to be a member of BAHA.

Ms. Lauvray and Ms. Martin both agreed with RC: they didn't think this project fits in with the Cultural District's mission. Ms. Martin said she feels BAHA should pay for it "because it's for them," not for the whole City of Beaufort. Chairman Hargrove said she would like the Cultural District to be part of the training, however, in case visitors ask ambassadors what the Cultural District is.

Chairman Hargrove said training is not part of the Cultural District's mission. Ms. Carey said the training is geared toward driving business to the restaurants and hotels. Chairman Hargrove said she thinks the Cultural District should be included, but "not in a monetary way."

Ms. Dyer said the pocket guide the CVB is doing has sample itineraries and is a concise resource created from all of the materials that the CVB already has. It would be good for

hotels and restaurants to give out, she said, and would be something good to include in the BAHA training.

Ms. Martin made a motion, second by Ms. Lauvray, to not fund the application because it doesn't meet the criteria for CDAB funding. The motion passed unanimously.

OTHER BUSINESS

Ms. Carey said since CDAB is giving funds, she wondered if CDAB could "put it somewhere" in the Cultural District. She suggested thinking about "The Cultural District presents the 'Before I Die' project." It could be on display in the district, and CDAB could promote it for a period of time. Chairman Hargrove said the project would pull people downtown and is "a unifier."

Ms. Carey said they are building it this week, and there was a general discussion of how the project would work at various locations. She thinks it might be a springboard for others who want to have it at their locations.

Ms. Lauvray said the courtyard at The Arsenal was suggested, but she doesn't know when the restroom project is happening.

Chairman Hargrove said CDAB could do a simple save-the-date announcement on their individual organizations' Facebook pages and could ask affiliates to do so as well.

It's 10' wide by 8' tall, Ms. Carey said. She asked how the board felt about being presenters of it. Chairman Hargrove said it sounds like it would be easy. There was general discussion about co-sponsorship. Ms. Carey said she is thinking of it as a Cultural District initiative.

Ms. Carey made a motion that CDAB undertake an initiative to be the inaugural presenter of the "Before I Die" project. Chairman Hargrove seconded. The motion passed unanimously.

ROUND TABLE – ANNOUNCEMENTS & UPDATES FROM BOARD MEMBERS

Ms. Dyer said she is trying to finish up the visitors' guide, and the new pad map is out. The CVB is looking forward to supporting the city's Halloween event.

Phase 2A of the renovation of the exhibit hall is underway at Beaufort History Museum, Ms. Lauvray said. It should open at the end of May, with a large display that discusses the role of the Beaufort district's geography, geology, and ecology have played. Phase 2B will be in the center of the hall and will include audio-visual elements. It will include the history of The Arsenal, she said. The city gave \$5,000 to the project, and they hope to get a "sizable chunk" of funding from Beaufort County, Ms. Lauvray said.

Ms. Lauvray said on November 7, Beaufort History Museum will partner with the public

library on a lecture about the Big Gun Shoot.

Ms. Martin said everything is “rocking and rolling for the ArtWalk.” The street will be closed for November’s First Friday event, when Souls Harbor will play, and there will be a classic car show on Bay Street. The last First Friday “died” promptly at 7:00 p.m., she said, because people went to Waterfront Park for the Shrimp Festival music.

Ms. Carey said on Monday, the South Carolina Education Lottery will be filming at Waterfront Park, **Ron** and **Rebecca Tucker** brought in a feature film that will shoot in Beaufort, and a catalog is using Beaufort as a background for its photo shoot.

Chairman Hargrove said she’d like a letter written to Historic Beaufort Foundation (HBF) about whether or not they want to have an HBF representative on CDAB. If not, other organizations might want to take its place, she said.

Chairman Hargrove said the Masters of Soul show sold out, and she thinks the Carole King show will, too. Second City’s touring group will be at the CFA on November 15. There will be a free talk about Frederick Douglass on November 7, she said. “The Nutcracker” and Aunt Pearl Sue are also coming up. The CFA film series will show “Downtown Abbey” on December 16, and “Judy” will be on November 11, Chairman Hargrove said.

There being no further business to come before the board, Chairman Hargrove adjourned the meeting at 3:16 p.m.