

A meeting of the Cultural District Advisory Board (CDAB) was held on January 18, 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, Jacque Wedler, Robb Wells, and Megan Meyer, and Linda Roper, city staff. Carol Lauvray 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 4:07 p.m.

MINUTES

Ms. Wedler made a motion, second by Ms. Martin, to approve the minutes of the January 11, 2018 CDAB meeting as submitted. The motion passed unanimously.

APPLICATIONS

Chairman Hargrove described the intention of the application. She said the board members could go into businesses and stand with the applicants as they filled out their applications. There was a discussion about why there haven't been more applicants. Chairman Hargrove said potential applicants are in any business or group that is open to the public. Ms. Meyer said it also should be a cultural, historic, or arts-related activity.

Chairman Hargrove asked that the minutes show that this matter would be discussed in greater depth at the next CDAB meeting. Ms. Meyer noted that it is a one-time application process until a business is closed or moves out of the district.

Chairman Hargrove said the cross-marketing among entities in the Cultural District hasn't happened yet, so potential applicants might not see a benefit to being in the district. Ms. Meyer said there hasn't been much to share yet, but the Cultural District is on the brink of that. Ms. Martin suggested that those who have joined need an update on what is happening in the Cultural District. Ms. Meyer said she would be happy to write that and send out an email. Ms. Martin said if entities can see that something is happening in the Cultural District, they might be more eager to be a part of it. Ms. Roper said the website is "pretty awesome" and is something to show potential applicants.

There was a general discussion about whether the website has been updated recently. Ms. Meyer said everything on the page appears current, and 18 locations are listed currently in the Cultural District.

Chairman Hargrove said at the next CDAB meeting, the board would discuss how it can "do a better job with our members" and also look at how to get more entities into the Cultural District.

MARKETING - SIGNS

Ms. Roper said she has the map of where they would like the Cultural District signs to go, and she needs to give that to the planning department. Spectrum, the company making the signs, is waiting to hear from her that what she gave them is okay; she will get with them after she gets approval from **Lauren Kelly**. She described what the signs would look like.

Chairman Hargrove said February could be “the month for signs.”

Ms. Roper said she and Mr. Wells have been working on the events board with **Shawn Hill** of SK Signs & Designs. Mr. Wells gave a handout of a draft of the board, based on notes from CDAB meetings. One side would show annual events, and the other would show monthly events, he said. Ms. Roper said when it is time for one of the annual events, the poster with particulars of that event will be placed on that spot.

Mr. Wells said the style in the handout is how the board will look, but the copy will probably be re-written. He said events in the Cultural District would go into the monthly event board if they fit within the Cultural District’s mission (e.g., a concert at a church that is in the Cultural District, but not that church’s fundraiser). There was a discussion about what would and wouldn’t be able to be on the event board (e.g., Restaurant Week, HBF’s home tours).

Ms. Meyer asked where the QR code would direct people; Mr. Wells said it would take them to BeaufortSC.org.

There was a discussion about the map near the event board. Mr. Wells and Ms. Roper discussed whether it could be highlighted to show the Cultural District. Ms. Meyer suggested putting a small map of the district on the event board. Chairman Hargrove said there will be Cultural District signs, and she doesn’t know how a map would read in that small space. Mr. Wells said he’s concerned about taking up space on the board with a map.

Chairman Hargrove asked if they could make a small map to insert between the two parts of the board. Mr. Wells and Ms. Meyer said that would be a good solution. Mr. Wells said it should just be the outline of the district, without details indicating the members of it. There was general agreement that it should only show the streets in the Cultural District.

Mr. Wells said the size of the posters should be double-checked and space should be left for an insert of the map; the actual website address should be on the annual events side, not just the QR code.

FIRST FRIDAY SUPPORT

Ms. Wedler said she has not yet contacted Beaufort Day Spa to ask if its staff would give massages in at the First Friday in May.

Ms. Meyer said she and Ms. Lauvray would meet January 31 to discuss the old-fashioned games.

Ms. Roper asked if there would be a photographer at the First Friday in February, and Chairman Hargrove said she needs to get one. The Harbormasters will perform, Chairman Hargrove said, but Voices will not perform at a First Friday until May.

The next Downtown Merchants Association meeting is January 30, Ms. Roper said. Chairman Hargrove said she would have a budget together for that group by then.

SHUTTLE SERVICE

Ms. Meyer said she, Ms. Wedler, Ms. Lauvray, and Mr. Wells are participants in creating this service. It would be a test-run, and they would provide transportation among Santa Elena, the Verdier House, and Beaufort History Museum and points in between, which will be a benefit for “everyone,” she said. Spirit of Old Beaufort will provide the transportation, Ms. Meyer said, on Thursdays, Fridays, and Saturdays. The route will be throughout the whole Cultural District to help people get around to those places and to “give them more bang for their buck,” she said, enhancing mobility in the district.

There will be a meeting January 30 to finalize budget and other details, Ms. Meyer said. Designs for the wrap for the bus are being drafted. She said this would be “a very visible opportunity for folks who want to go to the museums,” and to explore other aspects of the Cultural District; though the district is walkable by the standards of the South Carolina Arts Commission, that isn’t feasible for everyone to do.

Chairman Hargrove said the route stops a block before USCB. Ms. Meyer discussed why that is.

The shuttle would be on a continuous loop during the hours that are established, Ms. Meyer said. People can park wherever parking is ample on the route, and then get off the shuttle wherever they want to go along its route. It would be a free shuttle, she told Ms. Roper.

Ms. Meyer and Ms. Wedler said they would bring up including USCB on the route at the next meeting. Chairman Hargrove said the gallery there is open all day, and there are OLLI classes, for example, whose participants might want to take the shuttle to somewhere within the Cultural District.

Mr. Wells said the problem in earlier discussions about shuttles (in TMAC meetings, for example) was that the city would have to run them, so this is a great opportunity. The

wrap for the bus “and how that’s handled” would be a discussion he’s interested in, he said; he thinks the Cultural District should be on the wrap.

Ms. Meyer said if board members think of a “catchy name” for the bus, they should let her know. She added that this is an experiment, and they need to find money to make it work, but they are very excited about it.

Mr. Wells said he envisioned CDAB “lending [its] support to the shuttle,” and they could endorse its pick-up and drop-off points. Ms. Meyer explained the first draft of a shuttle map, which includes stops near the 3 organizations’ venues and city-designated parking lots/disembarkation points. Mr. Wells said there are 4 designated motor coach disembarkation lanes throughout the Cultural District, and the map reflects that.

Chairman Hargrove said USCB is doing a lot of landscaping to help identify where the campus is. At the Beaufort College building, there might be two spots that would be closed off so the building can be seen, and that could be a possible spot for the shuttle, she said.

Chairman Hargrove asked if the shuttle could take donations from riders to help with operating costs, and Mr. Wells said the “possibilities” for the shuttle are “unlimited,” but it only holds 14 people, and overuse of it could “tank it.”

Mr. Wells showed Ms. Roper where the shuttle might stop. Ms. Roper said those spots need to be well-marked. Chairman Hargrove said because it is travelling the Cultural District, the shuttle wrap could be the Cultural District’s colors, and the district’s signs might eventually identify where the shuttle stops.

“The historic heritage tourism venues” decided to collaborate on this project, Mr. Wells told Ms. Roper, and it fits into the Cultural District as well. Ms. Roper said this shuttle would also help with parking issues.

Ms. Meyer asked who information about the shuttle should be shared with after their group’s next meeting; suggestions included the Downtown Merchants Association, the city’s parking committee, and Park Beaufort’s “ambassadors.”

Chairman Hargrove said she’d like to have another meeting about First Fridays to finish it up. It was decided this would take place on February 1 at 4:00 p.m.

There being no further business to come before the board, Chairman Hargrove adjourned the meeting at 5:04 p.m.