

A meeting of the Cultural District Advisory Board (CDAB) was held on February 15, 2018 at 4:00 p.m. in the City Hall Planning Conference Room, 1911 Boundary Street. In attendance were Chairman Bonnie Hargrove, advisory board members Mary Jane Martin, Jacque Wedler, and Carol Lauvray, 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 4:06 p.m.

### **MINUTES**

**Ms. Wedler made a motion, second by Chairman Hargrove, to approve the minutes of the January 18, 2018 CDAB meeting as submitted. The motion passed unanimously.**

### **APPLICATIONS**

Chairman Hargrove said Ms. Meyer had written a letter that had been sent to the CDAB members for their comments. Ms. Roper said she would send it out to current Cultural District members to let them know what has been done in the district.

Chairman Hargrove asked the board about sending a letter to entities that could be in the Cultural District to ask them if they want to be a part of it. If they don't, it would be like "opting out," and if they do, they would be included in the map. Chairman Hargrove said she would talk to Ms. Meyer about writing this letter. She said she would also look for the list of those who could be in it. **Ms. Martin made a motion for Ms. Meyer to write a letter to be sent to all who could be included in the Cultural District, saying that they would be a part of it unless they opt out. Ms. Wedler seconded. The motion passed unanimously.**

### **MARKETING - SIGNS**

Ms. Roper said she is getting a price from Spectrum to install the Cultural District signs. She doesn't have a date for the installation yet.

Ms. Roper showed a current draft of the information sign at the West Street Extension.

After a general discussion, the board said Mr. Wells should clarify what he meant about not promoting fundraisers on the information board. Chairman Hargrove said events should take place in the Cultural District. Ms. Wedler said all of HBF's events are fundraisers, wherever they are held. There was a discussion about what constitutes "a cultural opportunity"; Chairman Hargrove said the events also have to be open to the public. Ms. Roper said a church bazaar – which is a type of fundraiser – would not be considered an arts or cultural event. Ms. Martin asked if a church's choral concert or an

individual's musical performance at a church could be included on the sign if it were in the Cultural District. No decision was reached on this.

Ms. Roper described next steps with the information board. She asked how CDAB would "determine what posters are going where." Chairman Hargrove suggested that organizations could pay \$75 to \$100 to have a space on the board.

Ms. Wedler said most of HBF's events take place outside the Cultural District (e.g., some of the houses on their home tours are outside of the district). The board felt the tours could still be advertised on the events board. There was a general discussion of how many organizations might want to use the board and when. Ms. Lauvray said the Beaufort History Museum would want to reserve a space. Chairman Hargrove said First Fridays would probably want one to market the upcoming month's theme. She said USCB's CFA would want one because there is at least one event there every week.

Ms. Martin said CDAB members' organizations and the Downtown Merchants Association would each want a space, and then there would be 3 spaces that would be available to rotate among other groups that wanted space to advertise their events. Chairman Hargrove said one space could note multiple upcoming events with blurbs, rather than having a full poster for each event.

Ms. Roper said anything that references a date for an event should come down as soon as the event is over.

Chairman Hargrove said until they see what issues come up, 5 organizations – Historic Beaufort Foundation, the CFA, Beaufort History Museum, the Downtown Merchants Association, and Santa Elena – that do consistent programming in the Cultural District are identified for spots for 11" x 14" posters. For the other 3 spots, organizations would have to submit their content, she said.

Ms. Roper said she would maintain the information board with CDAB's help. Chairman Hargrove said she would help any organizations to make posters if they need it.

Ms. Roper said she would get the board up as soon as possible. She asked the board its opinions on the layout of the left-hand side of the board, which features festivals. After discussion, **Chairman Hargrove made a motion that after the content and grammar of the festival side of the board is checked, Ms. Roper will get the information board up as swiftly as possible, ideally by March 1. Ms. Martin seconded the motion, which passed unanimously.**

There was a discussion about how to fund the board. Ms. Roper said she could find the funding. Chairman Hargrove said the CFA would pay something for its space if it would help, and she feels other organizations would as well. Ms. Roper said she would ask about funding – whether some of the events could pay for a place on the board – and

then they might do that next year, but if she has to get organizations to pay to be on the board now, it would delay getting it up and running.

### **FIRST FRIDAY SUPPORT**

Chairman Hargrove said there would be a different photographer for March's First Friday. She said she would contact the Elvis impersonator about performing. For Letter or Verse will not be doing spoken word performance at First Friday in March but will return in April.

For the April First Friday, Ms. Lauvray said there would be a dunking machine that would include city council members; fishing behind a curtain; a cake walk with cupcakes, maybe from Crave; whack-a-mole, maybe from Friends of Caroline; corn hole, possibly from Saltus, and a ring toss. There will not be a group hokey-pokey. Ms. Lauvray said she would send information about the games to Chairman Hargrove to forward to **Mary Thibault** so it can be advertised. Chairman Hargrove suggested local groceries might donate cakes for the cake walk.

Ms. Lauvray said Ms. Meyer had suggested that the downtown businesses could be sent information and might participate by having their own games in front of their stores to help draw people inside to shop. Ms. Martin suggested there could also be a bingo card that people could carry into various stores.

After discussion with Ms. Martin, Chairman Hargrove said she would talk to "Irene" about the plein air painting on the day after April's First Friday.

There was a general discussion about promoting the First Friday events. Chairman Hargrove said CDAB is to do the programming, and the First Friday subcommittee of the Downtown Merchants Association is supposed to promote the events.

Ms. Roper said she would go to city council February 27 about closing Bay Street in April for First Friday. Chairman Hargrove said she would go with her.

### **FREE SHUTTLE UPDATE**

Ms. Roper said Ms. Meyer was going to give the update, but she would share what she knows. There was concern that the bus's wrap made it look like it was a tour vehicle; at a meeting, it was decided that the reference to "historic tours" on the back of the vehicle would be taken off. As of yesterday, the design of the wrap was unknown, she said. There were other tweaks to be made to ensure the shuttle doesn't look like a tour bus.

No tour information can be given while the bus is running, Ms. Roper said; they can't tell riders the specifics about a building, for example, but they could point out historic structures, museums, etc. There will be a recording running on a loop that will hopefully entice people to visit these places, she said. Ms. Lauvray said that's why the museums

wanted to do the shuttle: to market their venues. Ms. Roper said she and Ms. Meyer had lobbied for the Cultural District logo to be on the wrap.

The board reviewed a draft of the van's wrap that Ms. Meyer had sent out, and Ms. Wedler pointed out some concerns she'd had about the Verdier House's representation on it.

There being no further business to come before the board, Chairman Hargrove adjourned the meeting at 5:16 p.m.

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