

A meeting of the Cultural District Advisory Board (CDAB) was held on March 21, 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 Jacque Wedler, Lynda Dyer, Carol Lauvray, Mary Jane Martin, and Megan Morris; Rhonda Carey and Linda Roper, city staff, and guests Sandra Baggette, Lynn Brown, Jeff Shand (Beaufort County Arts Council), Mary Thibault, Kathy Mixon, Pinckney Simons, and Claudette Humphrey.

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 2:07 p.m.

### **MINUTES**

**Ms. Wedler made a motion, second by Ms. Lauvray, to approve the minutes of the February 21, 2019 CDAB meeting. The motion to approve the minutes as submitted passed unanimously.**

### **SPRING ARTWALK**

Chairman Hargrove said a poster for ArtWalk has been printed and distributed to different galleries. A press release is going out today about ArtWalk and an ad was purchased in Lowcountry Weekly. It's on the Cultural District Facebook page, and an "event" page has been started for it. Everyone should have received a banner jpg for their galleries' websites, she said.

ArtWalk is April 5. The galleries represented said they had all received their flags and would be putting them out.

### **BENCH PROJECT**

Ms. Carey said 6 artists have provided their initial renderings of their concepts for the benches. She has worked with the city on the first steps needed to install them. Chairman Hargrove explained the bench project to the guests at the meeting. They'll be completed for the reception May 10, she said.

### **A LITTLE TASTE OF PICCOLO IN BEAUFORT MAY 2 – 6, 2019**

Ms. Carey said Mayor **Billy Keyserling** and **Steve Rosenberg** approached CDAB representatives about whether Beaufort "had an appetite for a small music festival" throughout the Cultural District. There will be 4 performance dates linked to Taste of Beaufort. On Thursday evening, "Music with the Mayors" will be a high-end cocktail party at the Black Chamber of Commerce, with **John Tecklenburg**, Charleston's mayor, as the musical guest. This will also promote the Beaufort Pride of Place program, Ms. Carey said; the ticket price will go to Pride of Place. Friday there will be a "lunch and

listen” concert at USCB, which is free, she said, and on Saturday, two of the acts in this series will be featured during Taste of Beaufort. There will be a free finale performance at First Presbyterian Church on Sunday, featuring a chamber group and a jazz group, Ms. Carey said.

Ms. Wedler said she has been working with Mr. Rosenberg to get Verdier House as a venue on June 9 for a harpsichord concert. **Kathy Mixon** suggested chamber music concerts outside at the Waterfront Park. Chairman Hargrove said Taste of Beaufort would be loading in on Friday afternoon. Ms. Mixon said they should have music there at some point because of the big audience of people eating lunch downtown.

**Jeff Shand** said they met at the Contemplative Garden site yesterday. Ms. Carey said the Arts Council has been asked to provide “offerings” there on Saturday during Taste of Beaufort. This is the space near the pavilion where the arts and crafts market usually is, she said. Mr. Shand said it’s a great space, and they want to promote the Arts Council and encourage membership. There are spaces around the circle to celebrate various types of art, he said: flag and banner-making, stamping and sponge art, making arts from recycled materials, etc., and they have artists lined up and scheduled to do each of these interactive art forms. They would also like to have a dance demonstration at the pavilion, if it’s possible, Mr. Shand said, with a student group that **Claudette Humphrey** had featured at an Arts Council activity.

Ms. Carey described the entertainment in the pavilion for Taste of Beaufort. She said the city is branding the Contemplative Garden as an educational space for what’s happening in the park. These activities from Arts Council would show “This is what art is in Beaufort,” she said.

Ms. Humphrey said Gullah Grub has a culinary program, and they could do a demonstration. Ms. Carey said she could think of a way to show that, so she asked to speak with Ms. Humphrey to discuss the best approach. She feels it’s important “to engage our younger people,” and city festivals are a great way to involve and encourage them.

Chairman Hargrove said the Cultural District is partnering with the City of Beaufort to add the music component, and the board has nothing to do with “this add-in stuff,” but Ms. Carey is open to ideas.

Ms. Humphrey said she is interviewing a mariachi band and dancers, but that might be for another time.

#### **FUTURE PLANS FOR CDAB INVOLVEMENT WITH ARTWALK**

Chairman Hargrove said it’s easiest for everyone “if we know what we’re doing a year out” for ArtWalk. No one “owns” the event, and at the last meeting, it was determined that having it on Saturdays is best. She said it’s up for discussion if CDAB would be

involved again. She doesn't want to re-commit the board to ArtWalk if they don't want to do it.

Ms. Morris asked the scope of the work last year and this year, so the board knows "what it means to be the owners of this event." Chairman Hargrove said CDAB has mostly been involved with the marketing of the event: posters, postcards, and a banner ad, not with programming; ArtWalk needs "worker bees," which is what the art galleries would need to be.

Ms. Carey suggested having a memorandum of understanding between a body representing the galleries and CDAB. That committee would come to CDAB and say what they had and what they needed from the board for ArtWalk.

**Pinckney Simons** said they need to get consensus from each business about what the event needs to succeed for them individually and for the businesses as a whole. She said she was nominated to head this group up. Since ArtWalk is rapidly approaching, and she's trying to get her business ready for it, she will speak to the businesses and ask their opinions when this ArtWalk is over. Ms. Carey told Ms. Simons that she will need help polling those businesses.

Ms. Carey suggested the galleries "join forces" to come up with a "task force." Ms. Morris suggested it could be a part of the Downtown Beaufort Merchants Association. Ms. Carey said it needs to be its own thing, and Ms. Simons agreed, though she said it could be part of the Cultural District. Ms. Martin said she disagrees; people keep saying "what they want it to be," but they won't "step up and do the work." She personally doesn't want to do the work, she said; "I don't want any part of it." **Sandra Baggette** said it is needed, but "it's not" is also an option.

Ms. Carey said they could poll galleries and ask if they want a task force, and if so, if they are willing to do the work. If they're not, then there won't be one. Mr. Shand said there are tools and processes to put it in place.

Chairman Hargrove said she could come up with the questions for people, and if they don't hear back via email, Ms. Simons could go to them and ask the questions in person. She said Ms. Martin is saying "there's no point in continuing to do something if there's no support of" it.

Ms. Wedler asked why the ArtWalk group is different than the merchants' association. Ms. Baggette said the ArtWalk group was tied to the guild at one point. Ms. Simons said in recent years it's been tied to the Spring and Fall Tours of Homes in order to get a larger audience from outside of Beaufort. She thinks that's what's needed. Ms. Wedler said she doesn't understand why the merchants aren't a part of that. Ms. Simons said ArtWalk is specifically for the galleries.

**Mary Thibault** said First Fridays were tied to ArtWalk. The Spring ArtWalk doesn't have an event to tie it to, so the DBMA invited it to join that month's First Friday. Ms. Simons said they are still separate entities. Chairman Hargrove said the DBMA and ArtWalk want to stay separate. Ms. Thibault said DBMA could take on ArtWalk if its board wanted to, but the problem is that there's not a cohesive group that does ArtWalk.

Ms. Baggette said there has been talk of having a tour to tie into ArtWalk. There was a general discussion about possible models for ArtWalk. Ms. Morris said CDAB is supporting the city's Taste of Beaufort with the Piccolo program. She thinks a memorandum of understanding is a smart idea, and the Cultural District could support a group that makes an effort to put ArtWalk on. Ms. Carey said she sees the board as "building capacity," rather than "doing it for everybody" that wants to have an event.

Chairman Hargrove said she's hearing from the board that they would like to do this survey of the galleries, which she said needs to include "every single voice." CDAB will table its role in ArtWalk until the survey results are known, possibly at the next meeting, she said.

Chairman Hargrove said CDAB would plan its next year, including the Little Taste of Piccolo, at the next meeting, and they would discuss how they "will flesh that out."

Ms. Morris read from a handout: CDAB Goals and Structure, 2019-2020. She said this is a revision based on discussion at the last CDAB meeting. **Ms. Martin made a motion, second by Ms. Wedler, to accept the plan. The motion passed unanimously.**

Chairman Hargrove said CDAB needs a co-chair or vice-chair. Ms. Roper said Ms. Carey has taken a great role in CDAB and should have the city representative's vote. Ms. Carey said there are some "roll-offs" among the members of the board, and she and Ms. Roper will do that research with the city clerk. Chairman Hargrove said if someone is rolling off, that person would appoint someone from their organization to take their place. For the next meeting, she said, they would send something out about what needs to be done.

### **OTHER BUSINESS**

Ms. Simons showed the ArtWalk logo from several years ago and asked if solely ArtWalk and the Cultural District would use it. A handful of art galleries will not pay the dues to be in the merchants' association, she said. Chairman Hargrove said that isn't CDAB's role to determine this, but the board would like to use the ArtWalk logo this year. It was "mingled" with the First Friday logo on the First Friday poster, she said, and Ms. Simons had re-designed it.

Ms. Thibault said ArtWalk has its own poster, and the merchants' association also put the ArtWalk logo on the First Friday poster. Last year's poster was done "under the Chamber," Ms. Simons said, which paid for the rack cards, the poster, and the flags. Ms.

Thibault said the merchants' association paid for the rack cards last year.

Ms. Simons said she wants "clear definition between the two events" of ArtWalk and First Friday. ArtWalk isn't part of Downtown Beaufort Merchants Association, she said. The events are coinciding, but "we want clear definition between the events" because each event is "catering to a different audience." ArtWalk brings in people from outside of Beaufort who are "there for ArtWalk," Ms. Simons said, while First Friday brings in "mostly locals," who are there for that event's offerings, not for art.

Ms. Carey said there is no Cultural District logo on the First Friday/ArtWalk poster.

In this First Friday year's poster, Ms. Carey said, last year's ArtWalk design was "carried...through." Ms. Thibault said no one had an issue with using the DBMA logo on the poster last year. Ms. Wedler said Ms. Simons is saying that she wants separate posters for First Friday and ArtWalk.

Ms. Carey showed what Ms. Thibault is proposing, but Ms. Simons wants there to be a distinction between the events and to show that they are occurring simultaneously. Ms. Carey said the posters do basically the same thing, and they need to come to a compromise. She asked Ms. Thibault if she could live with the poster Ms. Simons is proposing. Ms. Thibault said the two separate posters – for ArtWalk and First Friday /ArtWalk – have already been made and distributed. She said she used what was used for the poster last year.

Ms. Morris said once they have the survey results and have worked out ownership of ArtWalk, "marketing becomes one of the top things that is worked out," and CDAB has offered to help with it. However, this event is in two weeks, she said, and whatever reason people have for coming downtown that night, "we should be glad that they're there."

Ms. Carey said if galleries want to put Ms. Simons' art on their social media – rather than the version that includes First Friday – there's no harm in doing that.

Ms. Martin said she doesn't see how ArtWalk could be separated from First Friday now. Ms. Simons said she "know[s] a lot of people" who wouldn't come to ArtWalk because they would think "it's a First Friday, first and foremost." Ms. Roper said she doesn't think people will leave because the events are tied together, if they come downtown for either event or for any other reason.

Chairman Hargrove said in last year's poster, "we led with ArtWalk," and this year, First Friday is listed first. Ms. Thibault said ArtWalk already had its own poster, so the merchants' association made one for First Friday *and* ArtWalk.

Chairman Hargrove said she feels "we all need to recognize that this year is this year,"

and if it's decided that this is the official logo of ArtWalk, then it could be used as such in the future. Ms. Carey said that logo is on the standalone ArtWalk poster, and it's "branded for customers . . . who come specifically for ArtWalk."

#### **ROUNDTABLE: ANNOUNCEMENTS & UPDATES FROM BOARD MEMBERS**

Ms. Simons said her gallery has several new artists; ten will be there for ArtWalk and will probably be doing demonstrations.

Ms. Baggette said at Atelier, artists will be creating, and there will possibly be an artist doing silk screening in a tent.

Ms. Thibault said a photographer is joining her gallery for ArtWalk, and she and another artist will be doing "dueling ArtWalk" outside the gallery.

Ms. Morris said Santa Elena is bringing the Santa Maria ship to dock at the Beaufort marina, and there will be ten scholars coming who have researched shipwrecks. Tickets for that are selling "like hotcakes," she said. Santa Elena expects thousands of people will come to see the ship for the ten days it's here, beginning March 28, when it will come through the open Woods Bridge. It will be open 'til 7:00 p.m. each evening, Ms. Morris said.

At the Visitors Center, Ms. Dyer said they are working on new tear-off maps. Many cruise ships will be coming through every Tuesday – Sunday, she said.

Ms. Wedler said Historic Beaufort Foundation's "Southern Settings" is next month.

Chairman Hargrove said she's planning next season at the Center for the Arts. Coming up is Artrageous, for which they're partnering with the school district, a Journey "Escape" tribute, and Beaufort Children's Theater's "Wizard of Oz." She discussed other plans for the future at the Center for the Arts.

Ms. Thibault said **Anthony Johnson**, a very talented 16-year-old portrait artist, is being featured at Thibault Gallery.

Ms. Humphrey said the Arts Council has finished the first phase of the mural in the tunnel at TCL. They are getting ready for a summer "musical camp," and "Food for the Eyes" is in the gallery this month, she said. They are also working with Reconstruction at St. Helena, and they will have an exhibit at Beaufort Digital Corridor's BASE Camp.

There being no further business to come before the board, Chairman Hargrove adjourned the meeting at approximately 3:41 p.m.