

A meeting of the Cultural District Advisory Board (CDAB) was held on July 26, 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, Jacque Wedler, Megan Meyer, and Carol Lauvray, and Linda Roper and Rhonda Carey, city staff. Mary Jane Martin and Robb Wells 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 2:05 p.m.

MINUTES

Ms. Lauvray made a motion, second by Ms. Roper, to approve the minutes of the June 21, 2018 CDAB meeting. The motion to approve the minutes as submitted passed unanimously.

MARKETING

The Convention and Visitors Bureau (CVB) is a tourism-based organization, Chairman Hargrove said, and Mr. Wells is heading it up and is no longer with the Chamber of Commerce. Ms. Roper said the Chamber of Commerce should be reached out to about whether or not they want to have a representative on CDAB, and Chairman Hargrove said council needs to be approached about an ordinance amendment to include a CVB representative on CDAB.

Ms. Roper said Mr. Wells has indicated he would like **Linda Dyer** to be the CVB representative. She said Mr. Wells is still maintaining the web sites, including the CDAB web page.

SIGNAGE

Ms. Carey said the Cultural District signs are going up around the district starting today. They plan to have them completed by the end of next week, weather permitting. There are 28 signs total, including ones that are double-sided, she said. Ms. Roper said a lot of them are on street signs in the district.

Chairman Hargrove asked, if she wrote a “skeletal” press release about them, who to send it to. Ms. Roper said to send it to her and Ms. Carey.

There was a general discussion about posters for the information box on West Street Extension. Ms. Roper said to bring them to 500 Carteret Street.

WEBSITE

Chairman Hargrove said there needs to be a meeting with Mr. Wells about the Cultural

District web page.

Ms. Roper said the city is changing its website. There will be a Downtown Operations page, and the Cultural District logo will be on there as a link to the page, she said.

SHUTTLE SUPPORT

Ms. Meyer said the shuttle is approaching having had 1,500 riders. In the last few days, they decided to put a phone number on stickers for their materials; the number rolls to the shuttle driver, so people are able to inquire about it, which the driver said has been helpful.

Ms. Meyer said the next step is to work with Beaufort Digital Corridor on a shuttle “tracker” app to show where it is at any given time. Ms. Meyer said 88% of those using the shuttle are tourists, and they would like to expand its use among locals as well.

Ms. Roper said the city has set aside \$12,000 for shuttle support, with the idea of looking for “added value.” There has been a discussion about moving the route around, maybe adding a stop at The Arsenal and on Bay Street at the West Street Extension, she said.

Ms. Roper said there have been discussions with hotel owners at Hilton Garden Inn, Holiday Inn, and Country Inn & Suites about the shuttle bringing their guests downtown a couple times a week. As they talked about it, they found all 3 places had different clienteles, she said, but the common theme was that there might need to be another shuttle in order to do it. The hotel owners felt the ridership from the hotels would be very big on Wednesdays, Ms. Roper said, and they believe approximately 400 people could ride it downtown between 4:00 and 8:00 p.m., if the shuttle and shop hours were extended. There is interest in the shuttle running on Thursdays, also, she said. If there were something like music in the park or other activities for people to do on Wednesday nights, and shops could stay open, there would be 400 people to take advantage of those things, in addition to people staying downtown, locals, etc. If something could be worked out, the hotels would help support the shuttle operations, Ms. Roper said.

There was a general discussion about getting stores to stay open longer on Wednesdays for this program, and a way to market the program with a rack card at the hotels where the shuttle would run.

Ms. Carey discussed producing coupons for a “visitors’ bag.” A rack card about this program could be included in those bags. She agrees with Ms. Roper that there needs to be something going on – even if it’s only keeping shops open longer – if they do this program on Wednesday nights.

Chairman Hargrove said she had reached out to Habitat for Humanity to partner with the Cultural District and the shuttle program about building benches for the shuttle

stops. The organization would need the money for the materials, she said, and she would talk to them more at another meeting, but “they are a definite yes.” CDAB might get that money via bench sponsors, or the board might have money from the next First Friday cakewalk, Chairman Hargrove said. This meeting with Habitat for Humanity would take place before the next CDAB meeting.

Ms. Meyer said she would go with Chairman Hargrove to meet with Habitat for Humanity representatives.

Chairman Hargrove said the board would need to discuss where the benches would be placed and how to get permission to put them some places.

Chairman Hargrove suggested that each of the board member’s organizations could be responsible for getting 4 cakes each for the cake walk, and she would contact Ms. Martin to see if she would get 4 cakes from the downtown merchants, whom she represents.

There was a discussion about finding cake boxes for the event and for possible future cakewalks, a theme for the event, and having a shuttle parked near the event. The members discussed whether to have a DJ or a live broadcast from a radio station.

ART WALK SEP

Chairman Hargrove showed the beginnings of a save-the-date card for ArtWalk and a registration form for the “Chalk the Streets” contest. She said she needs to get the ArtWalk logo and mention it in this, though the Cultural District sponsors it. Ms. Roper said she doesn’t think that the City of Beaufort needs to be put on there separately, since the Cultural District is a city entity.

There was a general discussion about additions and changes to the registration form draft and how to collect registration fees. Ms. Roper said, “We need to see it if Rob can run” money collection “through the CVB.”

Ms. Carey said the annual downtown trick or treat event is on the same day as ArtWalk (October 27th), and it is going to be from 3 to 6 p.m. and in Waterfront Park, not on the street. The merchants will decorate their windows to be judged by people who participated in Trick or Treat, and she hopes they will also go to the street chalking event. Chairman Hargrove said she thinks that’s a good idea, but she wondered if people will be deterred from coming to ArtWalk because they won’t be able to find a place to park. ArtWalk is from 5 to 7:30 p.m., Ms. Roper said. Ms. Wedler said it’s also the date for the Fall Tour of Homes in the Historic District.

Chairman Hargrove said it would be hard to promote ArtWalk, especially to visitors, when there is not going to be any parking; there are a couple thousand people who

come down downtown for Trick or Treat, and “traffic stops” for that event. Ms. Carey said she would talk to organizers about these concerns.

Chairman Hargrove said part of ArtWalk is “putting art in unusual places” that night, and she doesn’t know how that could be done if Trick or Treat is on the same night.

NEW BUSINESS

Ms. Lauvray said the Beaufort History Museum is having an all-day event to celebrate the grand reopening of the museum on November 3. Ms. Meyer said Santa Elena Foundation has a public event – the Lowcountry Fair – on the same date. Chairman Hargrove said the Pat Conroy Literary Festival is also that weekend.

Ms. Lauvray said she had checked the Chamber calendar and saw no conflicts. She asked about the following weekend, and no board members had any events happening, but Ms. Carey said it’s Heritage Days at Penn Center. Ms. Meyer said the St. Peter’s tour of homes might be that weekend.

There was a discussion about how to avoid this sort of overlap in the future. Chairman Hargrove suggested that CDAB members could query the group when planning an event.

Ms. Lauvray said admission would be free for the museum celebration; there might be reenactors, and there would be “family fun” activities. It’s not meant to be an event to reach out to tourists, she said. The plan is to invite city and county officials and to reach out to locals to celebrate the museum’s reopening.

There being no further business to come before the board, Chairman Hargrove adjourned the meeting at 3:15 p.m.