

A meeting of the Cultural District Advisory Board (CDAB) was held on August 15, 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 Mary Jane Martin, Megan Morris, and Carol Lauvray, and Rhonda Carey, city staff. Lynda Dyer was absent. Irene Simons was a guest.

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 2:12 p.m.

MINUTES L SEP

Ms. Morris made a motion, second by Ms. Martin, to approve the minutes of the April 18, 2019 and June 20, 2019 CDAB meetings. The motion to approve the minutes as submitted passed unanimously.

CDAB'S FUTURE INVOLVEMENT WITH ART WALK GOING FORWARD L SEP

Ms. Simons discussed the most recent ArtWalk and said funding is always an issue for the event. The Fall Home Tours “were always an impetus to get us going,” she said, so they buy a \$400 page ad in the home tours guide. They also do rack cards, posters, and use the galleries’ email lists to market ArtWalk. She needed to come up with a figure for advertising (e.g., a \$275 ½-page ad in Lowcountry Weekly, rack cards might be \$300 or \$400), Ms. Simons said. The rack cards usually list all the galleries that are committed to doing the ArtWalk. She has 6 galleries to date.

Some galleries are so new, they don’t know what an ArtWalk is, Ms. Simons said. Right now, she is charging each gallery \$200, but she would like it to be less if they get more galleries.

Chairman Hargrove explained to Ms. Simons that CDAB hasn’t had a quorum present in recent meetings to make decisions about ArtWalk. CDAB did a survey, but only a few galleries responded. She felt that everyone wants ArtWalk to happen and “be better,” but there is not “any energy or synergy to make it happen.”

Ms. Martin said she isn’t sure what ArtWalk really is, and she doesn’t know what CDAB’s role in it would be. Chairman Hargrove said supporting ArtWalk “fits our mission.” Ms. Martin read the Cultural District’s mission aloud.

Chairman Hargrove said CDAB wants the galleries to “step it up,” and CDAB would decide what aspects of ArtWalk it wants to participate in. Ms. Martin told Ms. Simons that this board is “encouraging,” not “participating.” Chairman Hargrove said CDAB would promote ArtWalk if given the information and artwork to do so.

Ms. Simons said if ArtWalk took public money, they'd have to list all the galleries, whether they participated or not. Beaufort Art Association is meeting today, she said, and they are supposed to get back to her after that meeting. She doesn't want to direct ArtWalk, but she'd like CDAB's endorsement.

They need the artwork for the home tours brochure, Ms. Simons said. She described the galleries she has heard from and those that are participating; Rhett Gallery, Thibault Gallery, and BAA are still up in the air.

Ms. Morris said there is someone leading the effort from the art community, which is what CDAB needed. If the artists/galleries are willing to fund the marketing materials to have their names on it, that's great, she said, and if what they want is encouragement, promotion, and help with marketing the event from the city and CDAB, that is also great.

Ms. Carey said ArtWalk can't look like it's the Cultural District's event. She asked who the person giving orders would be if it's not Ms. Simons. Ms. Martin said it sounds like Ms. Simons has it under control. Ms. Simons said she doesn't want galleries writing checks to her. Ms. Martin said it sounds like Ms. Martin has the ball rolling, has organized ArtWalk before, and could write galleries a receipt for their payments. Chairman Hargrove said there will probably only be 7 checks.

Ms. Simons said anyone who isn't in by this week wouldn't be in the ad in the Historic Beaufort Foundation (HBF) Fall Home Tours booklet. Ms. Martin said there shouldn't be different dates that galleries can opt in to be listed as an ArtWalk participant, and there was general agreement with this among the board members.

Chairman Hargrove reviewed the draft partnership application and asked questions to determine if ArtWalk would be eligible for a partnership with the Cultural District for marketing and promotion of the event. The event met the criteria to get marketing support.

Chairman Hargrove asked board members to review the application draft.

Ms. Martin asked why they are asking for a budget per project, when CDAB has no money. Ms. Carey said it does, and they spent it on posters and promoting the bench project, for example.

Chairman Hargrove said if an applicant has "an intense budget, I feel like we need to see the whole thing."

Board members made various comments and suggestions. There was general agreement that this was a good tool. Any other comments, Chairman Hargrove said,

should be sent to Ms. Morris, who is going to format the application.

REVIEW AND DISCUSSION OF BOARD MEMBER TERMS, APPOINTMENTS, AND VACANCIES ^[11]_[SEP]

Chairman Hargrove said she had reached out to HBF, and they were going to try to bring the appointment up at today's HBF meeting. That's the only vacancy, she said.

Chairman Hargrove said she doesn't want to transition off the board, but she would like new leadership of it. There has been discussion about Chairman Hargrove co-chairing with Ms. Morris, then Ms. Morris taking over the chairmanship.

Ms. Morris said the Santa Elena History Center might only be in its current location 'til next June, so the organization might not be in the Historic District next year. There was general agreement that CDAB would cross that bridge when they come to it.

Ms. Carey said she would check bylaws to see if they need to do anything in order to have co-chairs.

There was general discussion about how to do it without unnecessary complications. Chairman Hargrove said Ms. Morris could be the "chair in waiting."

Ms. Carey said they would need to say that Chairman Hargrove is vacating the chairmanship, and as Ms. Morris slides into Chairman Hargrove's position, Chairman Hargrove would slide into hers (as a board member without an elected position).

Ms. Carey clarified that the board had elected Chairman Hargrove. Chairman Hargrove suggested that the title change take place in January 2020.

Ms. Morris read from the bylaws about the election of officers.

Ms. Martin made a motion that Ms. Morris will be the new chair in January. Ms. Lauvray seconded the motion. The motion passed unanimously.

REVIEW OF PRESENTATION AND DISCUSSION OF "BEFORE I DIE" PROJECT PROPOSAL

Chairman Hargrove said she would send the application to **Tzipi Radonsky**.

UPDATE ON BENCH INSTALLATIONS ^[11]_[SEP]

Ms. Carey said the DOT application was denied, but she would be talking to Mayor **Billy Keyserling** about helping to get the benches put in. She will also reach out to the county for assistance. The bench installations are going to happen, she said, and the city is ready to install them, but there are still hurdles to get over. The city attorney is working on the language of the hold harmless agreement with USCB, Ms. Carey said.

Because DOT is not involved in Waterfront Park or at 500 Carteret Street, those benches

can be installed, Ms. Carey said. There are some issues to be worked out with the installation of the bench on Bladen and Craven Streets.

South Carolina Arts Commission representatives want to come down for a visit and to see something “showy,” Chairman Hargrove said, so the bench project would be good. She and Ms. Carey agreed that there could be a celebration even if all of the installations haven’t been done or aren’t yet approved. They might be able to do it during ArtWalk, Chairman Hargrove said, or another time.

Ms. Morris said this might work out because the benches were developed to be at shuttle stops, so “the timing might work out” for when the shuttle is running again.

Ms. Carey said they could ask tour operators for support of a bench event.

Ms. Morris said shuttle funding has run its course. The city and the CVB are convening on the best way to fund it as a non-pilot, tourism-driving thing, she said.

DISCUSSION OF POTENTIAL SUPPORT OF WOMAN’S WELLNESS WEEKEND, MARCH 19-22, 2020

Chairman Hargrove tabled discussion of this until next month.

ROUND TABLE – ANNOUNCEMENTS AND UPDATES FROM BOARD MEMBERS

Chairman Hargrove said everything is great at the CFA, and **Margaret Atwood**’s new book is coming out, so there will be a live simulcast with her on September 10.

There being no further business to come before the board, Chairman Hargrove adjourned the meeting at 3:03 p.m.