

A meeting of the Cultural District Advisory Board (CDAB) was held on August 16, 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, Mary Jane Martin, and Megan Meyer, and Linda Roper and Rhonda Carey, city staff. Robb Wells and Carol Lauvray 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 2:04 p.m.

### **MINUTES**

**Ms. Meyer made a motion, second by Ms. Wedler, to approve the minutes of the July 26, 2018 CDAB meeting. The motion to approve the minutes as submitted passed unanimously.**

### **MARKETING**

Chairman Hargrove said the Cultural District signs look great. Ms. Roper said a resident had told her that he really liked the signs. She said when they send out the press release that Chairman Hargrove is going to compose, they would also submit some pictures of the signs.

Chairman Hargrove said the posters in the monthly events portion of the information box look good. She asked the status of the other portion of the display, which is for annual events and festivals. Ms. Roper said she needs to deliver the materials for it to **Shawn Hill**. There is a framework, she said, but she hasn't shared the materials with him yet. Mr. Hill is concerned he doesn't have all the events, so Ms. Roper said she'd told him to go to the CVB page or talk to Mr. Wells. She said she and Ms. Carey will get the needed information to Mr. Hill.

Ms. Roper said she was given a poster today about the Rotary Club's shrimp race, which is part of the Shrimp Festival. She wanted to get the board's blessing to include the poster in the display because CDAB had established some criteria for it. Ms. Martin said the event needs to be in the Cultural District and within its mission, last for multiple days, have tourist impact, and be an annual event. There was a discussion about whether the shrimp race met all the criteria. Ms. Roper said they could replace the shrimp race poster with the Shrimp Festival poster when they get one. Ms. Carey said they could highlight different events on the Shrimp Festival poster, and they had planned to highlight the shrimp race. Chairman Hargrove said the shrimp race is a fundraiser for Rotary, and she would say "no" to including the poster. Ms. Wedler agreed. Ms. Martin said the race would be on the regular Shrimp Festival poster.

## **SHUTTLE SUPPORT** SEP

Chairman Hargrove asked Ms. Martin about asking the Downtown Merchants Association to contribute four cakes for the cakewalk fundraiser. Ms. Martin said she would take care of it. Ms. Wedler asked Chairman Hargrove to get her organization's cakes for her, and she would reimburse her for their cost.

Ms. Meyer said the shuttle is on a break in August, when tourism is down, which will also help to extend the funding. It will restart on the first Thursday in September. She told Ms. Wedler that she would let all of the organizations know that the shuttle is on a break.

Ms. Carey said the First Friday on September 7 is expected to be well-attended, so she had received a request for the shuttle to run until 8 p.m. that day.

Ms. Roper said **Andy Beall** went to an ATAX workshop and is going to apply for ATAX funds for the shuttle, which has a ridership that is 88% tourists. The hotels that they spoke with felt that they could fill a shuttle several times on Wednesday and Thursday evenings, she said.

Ms. Meyer said there are magnets they can put on plain white vans, and they could do that for the cakewalk, if the actual shuttle is running. Chairman Hargrove suggested putting the magnet on an easel. Ms. Meyer said she would print pictures and would be in charge of the display. Chairman Hargrove said it would be great for Ms. Meyer to also create a poster with stats on it and information about how people could help. Ms. Meyer suggested "a restricted donation to Pride of Place."

Ms. Carey said there might be up to 45 classic cars at the September First Friday, so they need to determine where those will be, relative to the live remote. Chairman Hargrove said the Downtown Merchants Association has a band lined up for that First Friday, too.

There was a discussion, and Ms. Carey said she would tell the remote DJ to announce the cakewalk every ten minutes.

Chairman Hargrove told Ms. Meyer that the Center for the Arts and other organizations could produce letters of support for the shuttle (e.g., for the ATAX application).

## **ART WALK** SEP

Chairman Hargrove asked if there were any other changes to the application for the chalking event. Ms. Roper said they have to ask city council on August 28 for permission to close the street for the event, so the materials can't be released until August 29.

Ms. Meyer said if she were an artist, and she drew from 10 a.m. to 2 p.m., it would be a long wait to come back for the awards at 7 p.m.; she asked why they had decided on that schedule. Chairman Hargrove said she understands and explained why they had

come to that determination. They could send checks to the winners who weren't present for the awards, she said. There was a general discussion about this subject.

Ms. Martin said the board had decided that voting on People's Choice would go until 6:30 p.m., so ArtWalk participants could vote, but judging would take place in the afternoon. This would give them a half-hour to count the People's Choice votes before the awards were given, she said.

Chairman Hargrove said she hasn't heard from all of the participating galleries for ArtWalk, which she wants to do before printing the posters, so she would confirm names and participation.

Chairman Hargrove asked Ms. Roper if there is money to start advertising ArtWalk. Ms. Roper said she needs to talk to Mr. Wells about that. Chairman Hargrove said the ArtWalk poster needs to get out now for visitors planning to be in Beaufort at that time and to the hotels and on social media.

Chairman Hargrove said she needs "help getting the art in unusual places." **Pinckney Simons** was asked to present the ArtWalk information to the Downtown Merchants Association, she said.

Ms. Martin asked about the Halloween decorations in the merchants' windows. Chairman Hargrove said the merchants wouldn't be putting art in their windows; the idea was to have art in a few non-gallery spaces.

Ms. Carey told Chairman Hargrove that **Ron Ludlow** is the president of the Arts Association. Chairman Hargrove said when she knows what she needs from board members about the art in unusual places, she would let them know.

### **NEW BUSINESS**

Chairman Hargrove said she and Ms. Meyer are still working on the shuttle benches with Habitat for Humanity, and there will be a meeting with them in the future.

Ms. Carey said October 27 is Trick or Treat from 11 a.m. to 2 p.m. in Waterfront Park. She is going to see if high school art students would carve donated pumpkins, and they would be on display for the Trick or Treat event. She might ask the board for help with judging. Chairman Hargrove said the winners could be moved to the downtown area, so they'd be seen that night during ArtWalk. She suggested Ms. Carey could contact **Kim Sullivan**, who might be able to do a pumpkin carving demonstration or might know someone who could.

Ms. Carey said Shrimp Festival is "coming along," and it will have "most of the traditional components." They are adding a cultural component to the event on Saturday for people to learn about marine/coastal biology, including representatives

from DNR and Hunting Island, and marine biology students.

Ms. Carey said the first meetings for Night on the Town will start next week. Ms. Meyer suggested that Ms. Carey check the dates for the event on BeaufortSC.org. Ms. Carey said **Linda Dyer** at CVB is checking on that.

Ms. Carey said she and Ms. Roper have set up an email account – events@cityofBeaufort.org – and CDAB could make use of that. Chairman Hargrove said that address is on the ArtWalk materials. Mr. Hill has done the Shrimp Festival page, she said, and he is now working on a website.

Ms. Roper discussed the progress of the city taking over events that Main Street Beaufort and the Chamber of Commerce had done in the past (e.g., Shrimp Festival and Night on the Town). Ms. Carey said this year, they will keep the traditional elements and add “small enhancements,” including one involving the Cultural District. Ms. Roper said she wants to make Night on the Town a “winter wonderland.” The events will evolve over time, Ms. Carey said, and the city will “elevate” them.

Ms. Roper asked, if anyone knows of an organization that participated in Night on the Town in the past, to email her and Ms. Carey so they could reach out to them about participating again. There is no paperwork or file on the event, Ms. Carey said. Ms. Martin said the board could all spread the word via word-of-mouth.

The next CDAB meeting will be September 23, Chairman Hargrove said.

There being no further business to come before the board, Chairman Hargrove adjourned the meeting at 3:02 p.m.