

A meeting of the Cultural District Advisory Board (CDAB) was held on September 25, 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 Megan Morris and Lynda Dyer, and Rhonda Carey, city staff. Mary Jane Martin and Carol Lauvray were absent. Lise Sundrla 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 2:14 p.m.

### **MINUTES**

**Ms. Dyer made a motion, second by Ms. Carey, to approve the minutes of the August 15, 2019 CDAB meeting.** Chairman Hargrove said on page 2, in the phrase “Ms. Martin said it sounds like Ms. Martin has the ball rolling,” the second “Ms. Martin” should be “Ms. Simons.” **The motion to approve the minutes as amended passed unanimously.**

### **BENCH INSTALLATION UPDATE**

Ms. Carey said she has a meeting with **David Prichard**, who is confident that he can help her to get the three locations for the benches that SCDOT did not approve “squared away.” She sent **Abby Vaughn** the updated hold harmless agreement, she said, and the requested changes have been made.

Ms. Carey proposed a different location for the Reconstruction bench. She tried to get permission to put it on The Arsenal side of the street, but there is a patch of dirt across the street from that, and it would be perfect for the bench.

At Santa Elena, she is going to try to get the spot where there’s a “ratty flowerbed,” but if that doesn't work out, they will do it across the street in front of the city-owned paved parking lot, Ms. Carey said. She is feeling hopeful about it, she said.

Ms. Dyer asked if they are still waiting on the second, protective coat for the Reconstruction bench. Ms. Carey said she had talked to the artist who painted the bench, and it’s ready to go.

Ms. Dyer said the sign that explained the Reconstruction bench is gone. Chairman Hargrove said if they need to make another one, it’s easy to do. Ms. Dyer asked Chairman Hargrove to send her the PDF or JPG to print because she liked having it there.

Ms. Carey told Chairman Hargrove that she feels certain the project can be fully completed by January. Ms. Morris asked if Chairman Hargrove was asking that “because we want to host the Arts Commission,” and Chairman Hargrove said yes. When she gets

all of the necessary approvals, Ms. Carey said, she will schedule Public Works' installation of the benches.

### **SHUTTLE**

Chairman Hargrove asked if there was any news on the shuttle. Ms. Morris said it's out of her hands. Ms. Carey said a small, "loosely formed" committee has been brainstorming approaches to getting funding. The committee looked at what other cities and towns have done and had the idea to put out an RFP for a "business opportunity" for a transportation company that would receive a small incentive and offer free shuttle operations, while also doing specialty transportation.

Chairman Hargrove asked if the shuttle would be eligible for ATAX (Accommodations Tax) funds. Ms. Sundrla said the idea was that hotels would post the availability of the shuttle for their guests who needed it within a certain period.

Ms. Morris said she oversaw both of the shuttle's pilot programs, and "it was all well-received and loved by the people that used it. It just wasn't utilized enough." For it to be a success, many different entities (e.g., CDAB, BAHA [Beaufort Area Hospitality Association]) need to promote it and encourage people to use it, "not just let it be something that happens around you," but to be invested in its success "because you see the value it brings."

Ms. Sundrla said when considering support, many people – especially local governments – fail to see that "it takes 24 months to change the public's opinion or knowledge base about something," so it has to be done very consistently.

Ms. Carey said a lesson they've learned is that it can't be done without sitting down with hotels, restaurants, and other stakeholders for whom the shuttle's success is important and who will make sure that it's used. They need a more comprehensive approach to the marketing of it with a greater level of buy-in to make it work.

Ms. Dyer said, having worked with various transportation systems in Savannah for years, she knows "the trolley company would love to get into this market." The Historic District doesn't want trolleys in it, but the company also does shuttles, she said.

Ms. Dyer said Palmetto Breeze might consider doing the shuttle "as an additional contract," and Safe Harbor, the marina contractor, wants to be more engaged in the community, so they might see supporting and managing the shuttle as an opportunity to do that. Ms. Carey said they are looking for something more like the trolley company, which would have the experience to manage the shuttle service. The proposed RFP might come up with a vendor who would say that it couldn't be a free shuttle, but they might charge 50 cents, or it could be free at certain times, she said.

Ms. Sundrla said if the city is a partner, it might agree to pay a certain amount to

support the shuttle financially so it could be free. Chairman Hargrove said the shuttle benefits other partners, too, including the university. Maybe there is a way to determine a percentage that various partners contribute and “then it becomes everybody’s shuttle,” she said.

### **REVIEW OF SUPPORT APPLICATIONS**

Ms. Carey said CDAB developed a form for people and groups who were seeking support from CDAB. On the *Before I Die* project form, she said, **Tzipi Radonsky** “circled everything,” a lot of which isn’t “monetary”; CDAB gave her some of this in her initial discussions with the board. There has been a discussion about “what type of funding we want to give” Rabbi Radonsky, Ms. Carey said; Rabbi Radonsky is looking for materials, and her budget is under \$500 for the whole project.

Chairman Hargrove said Rabbi Radonsky and her son are probably looking for seed money. Ms. Carey said they have had some stencils and money for other supplies donated.

Ms. Carey said the organizers of Art Walk 2019 have asked for help with marketing and promotion of the event. At city council, she got approval on their behalf for waiving the open container ordinance. Chairman Hargrove said she had cards she would get out. The organizers have gotten 11 galleries to participate, she said, and the cost to be in the Art Walk was very reasonable.

Chairman Hargrove asked for discussion on the amount of funding for the “Before I Die” project. Ms. Morris said, upon CDAB’s approval of the project, the organizers have a month to bring it to the public. Ms. Carey confirmed that it would start downtown. Rabbi Radonsky has been talking to the Friends of the Library about opening the “Before I Die” exhibit in conjunction with their book sale, which is the first weekend of November, she said. Chairman Hargrove said she’d offered to have it at USCB, and there might be other spots in the Cultural District that it could be installed. Ms. Dyer said it could be at The Arsenal after the restroom project is complete. Ms. Carey said her department is looking at having the exhibit at either Waterfront Park or Freedom Mall.

Ms. Dyer asked if “Before I Die” would have a website. Chairman Hargrove said she thinks that sort of promotion is something that they need help with. Ms. Sundrla said she thinks there would be a kickoff for the event, and she asked if that would be in November. Chairman Hargrove said that’s a question they would need to ask Rabbi Radonsky at the next CDAB meeting.

Ms. Carey said she envisions the opening would not demand a lot from CDAB. They might have a sort of ribbon-cutting and invite people to be the first to write on the board. There will be a lot of opportunities to have the exhibit downtown, she feels.

Chairman Hargrove said she feels offering the project \$200 would be fair. Ms. Carey said

Rabbi Radonsky is “down to needing \$330” for supplies. Ms. Morris said if they “knock off that cleanup fee, you’re down to \$300,” so CDAB would be giving the project two-thirds of its remaining budget needs. There was general agreement with this.

**Ms. Morris made a motion to approve CDAB’s support of the “Before I Die” project, per the application that was submitted, with \$200 in funding from CDAB, and working as a group to promote the project’s kickoff and its various locations in the Cultural District. Ms. Carey seconded. The motion passed unanimously.**

### **ATTRACTION AMBASSADORS PROGRAM**

Ms. Sundrla said BAHA had a brainstorming session about “opportunities to create a hospitality training program” for workers that would help to make better experiences for visitors and for the workers themselves. They had the first session, on “soft skills,” in July, and there were 25 participants. The session was “phenomenal,” Ms. Sundrla said.

A list of “other great training opportunity ideas” came out of the brainstorming session, too, Ms. Sundrla said. She’s partnering with a TCL program to do “social media marketing” in October, and her goal is to work with instructors in the culinary program “to do an introduction to wine” for hoteliers and restaurant employees.

“Area attractions” is another subject that came up in the brainstorming, Ms. Sundrla said, so employees know what the attractions are and are able to promote them as “ambassadors.” She thought this program would be a great opportunity to partner with the Cultural District, with a morning session to give a full overview of the area’s attractions, followed by lunch, and then “site visits” to locations in the Cultural District. This could be scheduled multiple times (i.e., every couple of months or quarterly) to allow participants to get site visits to all of the attractions, Ms. Sundrla said.

Ms. Dyer said after the brainstorming session, the CVB “put together a pocket guide” for restaurant and hospitality staff that they could have and share, with the idea that it could “replace a visitors’ guide, in some cases,” such as for police officers, for example, to have and pass out. She said the CVB would be happy to share it with CDAB and get input on anything it is missing.

Chairman Hargrove said the BAHA program could use the USCB auditorium. She suggested that they could videotape the sessions so it would make it easy for some employees to get the information without having to take time to do the workshop. Ms. Sundrla said some of the participants’ employers did consider attendance part of their workday.

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Ms. Morris said she doesn’t expect someone at a concierge desk, for example, “to state facts about what Santa Elena is,” but she’d like them to be generally aware of what the story is and able to tell visitors where it is, when it’s open, and that they’ve been there and found it “cool.”

Chairman Hargrove asked Ms. Sundrla to fill out an application form. She said she is 100% behind helping BAHA, which also helps the Cultural District.

Ms. Carey said she agrees and would like BAHA to “think through the online version component” for people who don’t have the time and/or couldn't afford to take a day off work for the training but would like to do it online. It might also be more attractive for management, she said, who would encourage their employees to do it, but who don’t want their staff to be in class all day instead of working.

Chairman Hargrove said the CFA could give a free ticket to an event to everyone who completes the program, “so they could have that experience.” Ms. Sundrla said the certificate of completion of the program would have the logos of the sponsoring organizations on it. They could also have “a Hospitality Star pass” that would give the holder a one-time admission to various attractions.

In addition to the CFA, Chairman Hargrove said she knows USCB would like to have “a description of what they do” as part of the training. Ms. Sundrla said she considers USCB to be “an attraction” for more reasons than just the Center for the Arts.

Ms. Morris asked if Ms. Sundrla would like help from CDAB members to come up with what the attractions in the program would be. Ms. Sundrla said she would; she and **Robb Wells** have come up with a list of 120 different attractions, but some of those are things like “golf.”

Chairman Hargrove asked Ms. Sundrla to fill out the application and to come to the next meeting, where they could then brainstorm or give her whatever else she needs for the project. Ms. Sundrla said she would do that.

#### **DISCUSSION OF NEXT SERIES OF DATES/TIMES FOR BOARD MEETING**

Ms. Carey said she’d like to review when the upcoming CDAB meetings fall in the calendar for the rest of the year. The next meeting would be October 17, which everyone agreed should be fine. The meeting after that is November 21, so Ms. Carey asked if the board was comfortable keeping that date, since it’s not during Thanksgiving week. It was agreed that there would not be a December CDAB meeting.

Ms. Carey said she would put out an email about holding the October and November meetings, asking all CDAB members to check their calendars now to see if they could attend. Chairman Hargrove said she should ask the members to make attendance a priority.

There was general discussion about making the CDAB meeting time later. Ms. Morris said she and Chairman Hargrove wouldn't be able to be at meetings until 2:30 p.m. Chairman Hargrove said she could make a 2:00 p.m. meeting because she can leave “all

of those children” in the care of others. Ms. Morris said she’d like to leave the time as-is for now. Chairman Hargrove suggested they talk about changing the time when there are more board members present, perhaps at the January meeting, when Ms. Morris would be the new co-chair.

Ms. Carey asked if she should include in her email about the meeting dates that there was a discussion about a time change, but she was told not to.

### **DISCUSSION OF NEW INITIATIVES, GOALS, & PROJECT IDEAS**

Ms. Carey shared a document from the CVB about things for visitors to do in Beaufort. A lot of the events are not in the Cultural District, she said. She discussed the difficulty of finding someone to do Cultural District signs.

There is a display case downtown, but Ms. Carey said she has never completely filled one side of it. They determined that the left side would highlight what is going on in the Cultural District and the city’s heritage festivals, she said, and it is supposed to be changed quarterly. She asked if the board would be amenable to having non-Cultural District events in the case; they could also have events listed bi-annually. Ms. Dyer said they have updated the list at the CVB.

Chairman Hargrove feels this goes back to supporting the hotels and restaurants that are in the Cultural District. Visitors might go to Heritage Days, for example, but then they stay in town to do other activities/events, Ms. Carey said. Chairman Hargrove said she has no problem with what Ms. Carey is proposing.

Ms. Carey said she wants the display case “to look like there is a lot going on, because there is.” The city is going to invest in a similar display case in the breezeway down by the marina, she said.

Chairman Hargrove said that to go in the case, something “has to be an event,” not a fundraiser. Santa Elena’s annual event is a cultural event, for example, “not just a fundraiser,” she said. Ms. Carey said they couldn’t advertise annual oyster roasts or a fundraising ball there. Chairman Hargrove said CDAB has set those parameters.

### **OTHER BUSINESS**

Chairman Hargrove asked Ms. Carey to present an overview of the proposal/application Ms. Sundrla had given the board. Ms. Carey said she would send it to the absent board members, and they could vote on it at the next meeting.

Ms. Morris said creating a checklist for marketing that CDAB has agreed to would be good, and then if there were extra things that CDAB would do because of the nature of the event, that could be included.

Ms. Morris asked if the communications manager that the city is hiring could assist with

updating the Facebook page and the Cultural District tab of the city's website. Ms. Carey said she could give **Tara Hodges**, the Downtown Operations administrative assistant, administrative tasks as they relate to CDAB. She said if they tell someone/a group that CDAB will market and promote their event, they could have a list that helps them to decide what goes where. The communications manager would look at all of the material and see where it should go, Ms. Carey said. She could call **Shawn Hill** to put things on the Facebook page, or have Tara put it on the city's website, including on the Cultural District's tab.

Ms. Dyer said someone at the CVB gathers all of the relevant events on Facebook for inclusion on its page.

#### **ROUND TABLE – ANNOUNCEMENTS & UPDATES FROM BOARD MEMBERS**

Chairman Hargrove said she had brought rack cards to share what is going on at the USCB Center for the Arts.

Ms. Dyer said at the CVB, they re-did the pad map and took the shuttle route off. They are trying to get the new visitors guide finalized, she said.

Ms. Morris said Santa Elena's exhibit updates would open up next week. During Shrimp Festival, they will have special events centering on the exhibit. They also have an upcoming golf tournament, she said.

Ms. Carey said "a loose coalition of committees" has formed through the CVB with the goal of trying to consolidate the marketing of all of the holiday events in Beaufort, so people would see one campaign about all of the options of things to do here during the holidays. It's an inexpensive buy-in to be part of that campaign, she said.

There being no further business to come before the board, Chairman Hargrove adjourned the meeting at 3:19 p.m.