

**ARTS COUNCIL PLANNING MEETING**  
**Wednesday, January 16, 2008; 8:00AM-1:00PM**  
**Cassique, Clubhouse, Second Floor Conference Room**  
**MINUTES**

**I. Call to Order:**

**Mr. Lipuma called the meeting to order at 8:00 AM**

**II. FOIA Notification:** Notice of this meeting has been published, and posted in accordance with the Freedom of Information Act and the requirements of the Town of Kiawah Island.

**III. Roll Call:**

**Present: Charles Lipuma**  
**Lennie Freeburg**  
**Mary Johnson**  
**Carol Anne Smalley**  
**Sid Williams**  
**Arie De Zanger**  
**Julie Fenimore**  
**Bill Blizzard**  
**Gloria Fenning**  
**Tumiko Rucker**

**IV. New Business:**

**A. Arts Council Charter (See Attached)**

Mr. Lipuma presented the charter and stated that it was adopted in 2004 in order to guide the official actions and intentions of the Kiawah Island Arts Council.

**B. Performances-Type, Mix**

Mrs. Smalley distributed a list of events and their types from 2004-Present. Mr. Lipuma asked the group which type of event they wished to keep focusing on. Mr. Johnson stated that she wanted to continue to do at least one student performance per year. Mr. Williams stated that he would like to keep Wanda

Johnson and add a country music performance. Mr. Williams also suggested exploring different types of jazz because he does not want the council to do too much of just one thing. Mrs. Johnson also recommended doing a 'beach music/shagging' event during the spring or summer months. Mr. Lipuma suggested the addition of a gospel event. All suggestions were well received.

**Preferred Timing of Events, Number/Season, Cost Range, Optimum Annual Budget:**

Mr. Lipuma stated that the planning must begin with the budget. Mr. Lipuma explained that the budget for 08/09 will probably be similar to the 07/08 budget which totaled \$100,000.00 (\$80,000.00 from the General Fund and \$20,000.00 from the General Fund for the Charleston Symphony Orchestra). Committee members discussed how many total events they can, and should have. The committee decided that a season should host seventeen to twenty events maximum. It was determined that the following months should have 3-4 performances: January and February. November should have 2-3 events. October, April, and May should have 2 events. September, December, and June should have 1 event. Mr. Lipuma stated that September will have at least one event because the Town of Kiawah Island will be celebrating its 20<sup>th</sup> Anniversary that month. The council decided that the Madrigal and Messiah events will take place every other year.

Mrs. Rucker stated that the current budget does not include expenditures for printing flyers and tickets and needs to be included in next year's budget. It amounts to roughly \$10,000.00 per season. Mrs. Rucker suggested asking for money from the Accommodations Tax (ATAX) Revenue. It would be of great assistance to the Arts Council and the money would be used to promote tourism on the island. Mr. Lipuma agreed to request \$9,000.00 from the ATAX budget for printing and ticketing.

**Venues:**

The council listed the following locations for venue selection: Turtle Point, East Beach Conference Center, Mingo Point, Holy Spirit Catholic Church, Town Hall, Osprey, Sandcastle, River Course, Ocean Course, the Episcopal Church, and the Sanctuary Hotel.

**C. Property Owner Feedback (See Attached)**

The council members had a brainstorming session where they came up with suitable questions to place on an Arts Council performance feedback questionnaire. It was decided that Mr. Lipuma and Mrs. Fenning would take the ideas and create a simple survey that will be distributed to all property owners by way of insert into the Town Notes. The questions suggested have been included as an attachment.

#### **D. Event Marketing-Contacts/Locations**

Council members listed the following locations that allow distribution of Arts Council information: Freshfields, Java Java Catering, the liquor store, mail boxes, etc., the Old Rangoon, and the framing store. Newton Farms does not allow distribution of Arts Council materials. Mrs. Fennimore stated that she distributed flyers and materials to all real estate offices and upon her return, they were neither displayed, nor available for inspection. It was suggested to ask KRA, Resort Quest, and Beachwalker what they would allow and what they will do with the materials. Mrs. Johnsons suggested adding Arts Council information to club facilities and locker rooms. Mr. Blizzard suggested taking tickets and flyers to the concierge at the Sanctuary. Mr. Williams stated that he had spoken with Mr. Roger Warren about event advertisement and was told that a poster and tickets could be left at the Villa at East Beach.

#### **Marketing/Publicity Director**

Mrs. Gloria Fenning agreed to assume the role of marketing and publicity director. Each individual council member will still be responsible for distributing flyers and tickets for their event. Mrs. Fenning stated that she will double check all dates, times, venues, and event titles before they are published. Mrs. Fenning will also be in charge of proper postings in the following publications: Town Notes, Arts Council Planner, Kiawah Island Talk, Digest, the Island Connection Newspaper, the Post and Courier, all website, and other publications as necessary. Mrs. Fenning asked that all council members verify that the information is correct before it is released to the media.

#### **E. Guidelines for Accommodating Out-of-Town Performers**

The Arts Council determined that the budgeted performance price shall include all monies spent for that event. This includes: performance, lodging, food, and transportation.

#### **F. Performance Requests, Approvals, Performance Appraisals, Other**

Mr. Lipuma stated that although the self-appraisal system works, it may not be the best way to measure performances. Mrs. Fenimore suggested getting a group of 'regular' attendees to volunteer to provide unbiased feedback. Mrs. Fenimore also suggested adding the following questions to the survey: "Do you have a background in the arts? If so, in what field? Would you be interested in volunteering with the Kiawah Island Arts Council?" Mr. Lipuma suggested adding the quote "The Kiawah Island Arts Council is very interested in receiving feedback" to the Planner in Town Notes.

The council decided the following items should be filled in completely on all event evaluations: Quality of Performance, Venue, Date, Time, Audience Appreciation, Attendance, and Program Selection.

**Intelligence on Other's Event Calendars (See Attached)**

Mr. Lipuma stated that it would be necessary to divide the list of organizations so that one member was not overwhelmed with the responsibility of gathering scheduled performance dates. Mr. Lipuma listed an organization and a committee member volunteered. Please find the final list of various organizations and committee member responsibilities attached.

**V. ADJOURNMENT**

**Mr. Blizard motioned to adjourn the meeting at 12:55PM. Mr. De Zanger seconded the motion. Motion carried unanimously.**

SUBMITTED BY: \_\_\_\_\_  
Catherine Wilson

APPROVED: \_\_\_\_\_  
Charles R. Lipuma

DATE: \_\_\_\_\_

CC. William G. Wert  
Town Council  
Tumiko Rucker, Town Administrator