

**ARTS COUNCIL SUBCOMMITTEE MEETING  
TUESDAY, DECEMBER 2, 2008; 11:00AM  
KIAWAH ISLAND MUNICIPAL CENTER  
2<sup>ND</sup> FLOOR CONFERENCE ROOM**

**MINUTES**

- I. Call to Order:** Mrs. Smalley called the meeting to order at 11:00AM.
- II. FOIA:** 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:** Carol Ann Smalley, Chair  
Ellie Burnaford  
Bill Blizard  
Stephanie Braswell

**Also Present:** Tumiko Rucker, Town Administrator

**IV. New Business:**

**A. Event Publicity**

Mrs. Smalley stated that the Arts Council subcommittee was formed to establish publicity procedures, planning guidelines and establish outlets for publicity for the Arts Council.

Mrs. Smalley stated that an event should be posted on the website once the planning guideline form has been completed. Subcommittee members recommended posting a yearlong schedule of all tentative Arts Council events on the website but clearly state that the events are subject to change.

Subcommittee members discussed a need for a comprehensive calendar where Arts Council members can check to see what events are happening in the area when planning programs. Mrs. Smalley stated Arts Council members are responsible for checking any conflicting events on a specific date.

Subcommittee members recommended that Ms. Braswell create an Arts Council comprehensive calendar based on the information submitted by Arts Council members. Mrs. Burnaford stated that it should be the Arts Council members' responsibility to bring the information to Ms. Braswell to list on the calendar and to notify her of changes.

Subcommittee members identified the following entities to include on the calendar: Kiawah Island Golf Resort, Kiawah Island Community Association,

Kiawah Island Club, Governor's Club, POPS, Gibbes Etc., Freshfields, Johns Island Presbyterian Church, Holy Spirit Catholic Church, Episcopal Church of Our Saviour, Charleston Concert Association, Charleston Symphony Orchestra and Charleston Ballet Theater.

Mrs. Smalley discussed the logistics of the current publicity timeline and that the committee's current procedure for submitting artwork is not far enough in advance. The subcommittee members agreed that fliers should be ready and available for distribution one month prior and tickets be released two weeks prior to the event. The subcommittee members agreed in order to follow the above deadlines committee members should begin working on promotional materials with Ms. Braswell 60 days prior.

Mrs. Rucker stated the Arts Council should consider planning the calendar events a year in advance. Committee members discussed the benefits of presenting fewer events in the season and allocating the budget for larger or more distinguished performers.

Committee Members identified different mediums of print publicity including Town Notes, Island Connection, Digest, the Islander and for larger events the Charleston City Paper and Post and Courier. The subcommittee members agreed the Arts Council should vary advertising depending on venue capacity. Mrs. Rucker advised the subcommittee that the Arts Council should not submit events to Kiawah Island TALK by Mayor Wert's directive due to pending litigation by KPOG.

Mrs. Burnaford stated that the Arts Council should discuss whether the Arts Council course of action is to build a sense of community with the Johns Island and if so, promotion of events should be done with that in mind.

Mr. Blizzard listed the following locations for displaying fliers: Town Hall, Ocean Course Clubhouse, The River Course, Osprey Beach Club, Turtle Point Clubhouse, East Beach Conference Center, The Sandcastle, The Sanctuary, East Beach Market, ResortQwest, Beachwalker Rentals, Freshfield's, Indigo Books, Great Beach Vacations, Wachovia, Dr. Books's office, Seabrook Town Hall, Pam Harrington, Rosebank Farms, Johns Island Library, Sir Lancelot's, Sea Island Assisted Living, Barbershop at the Big Pig and multiple locations on Johns Island.

The subcommittee discussed the benefits of having handouts for locations such as the Sandcastle. No decision was made.

## **B. Event Ticketing/Programs**

Committee members discussed electronic ticketing and options for ticket distribution. The subcommittee recommended accommodating ticket availability for area residents who live off island by having them mail in a self

addressed stamped envelope and Ms. Braswell will mail out the tickets or have tickets held at the door.

Mrs. Rucker advised the subcommittee that having a numbering system on the printed tickets is an added cost. The subcommittee agreed that the numbering system was not being utilized and recommended removing it.

Mrs. Rucker discussed the benefits of using the online ticketing and requested a recommendation from the subcommittee to the Arts Council.

Mr. Blizzard expresses concerns about how the transition to electronic ticketing would happen. Mrs. Rucker stated that during development the Town would publicize on Town Notes, the website and handouts at the events on the change.

Mrs. Smalley stated that she believes that online ticketing is user friendly and proposed considering making a recommendation to the Arts Council.

**C. Committee Members and Staff Responsibility**

Mrs. Smalley deferred discussion to the next meeting.

**V. Correspondence:**

None

**VI. Committee Members' Comments:**

Mr. Blizzard stated that having a list of venues and their seating capacities would be beneficial to the committee.

Mrs. Rucker informed the committee that the Town will be purchasing a high quality printer where promotional materials will be printed in house tentatively beginning in February.

Committee members' scheduled the next meeting for Monday, January 5, 2009.

**VII. Citizens' Comments:**

None

**VIII. Adjournment**

**Mrs. Smalley motioned to adjourn the meeting at 12:46 PM. Mrs. Burnaford seconded the motion. The motion carried unanimously.**

Submitted by: \_\_\_\_\_

**Stephanie Braswell, Administrative Assistant**

**Approved by:** \_\_\_\_\_  
**Carol Ann Smalley, Chair**

**Date:** \_\_\_\_\_