

Arts Council Meeting Minutes  
March 6, 2025

**I. Call to Order**

Chairman David Wohl called the meeting to order at 2:02 PM.

In attendance: David Wohl, Rob Cushman, Dylan Keith, Kimberly Adele, Kristin Thompson, Caroline Wall, Becky Hilstad, Jodi Rush, Joan Collar, and Bill Blizzard

**II. Approval of Minutes**

David Wohl motioned to approve the Arts Council Meeting Minutes from March 6, 2025 and the motion was seconded by Dylan Keith and carried by the council with all in favor to approve the minutes with no discussion.

**III. Old Business**

A. Review Past Events - February shows

1. Atlanta Rhythm Section sold 480 tickets and had a 5% no-show rate, making \$13,860 at the box office. Kristin Thompson shared with the council a recap of the event, the most serious matter being the loss of power to the sound system mid-performance. The band was forced to end the show early because the circuit was going on and off.

It was also noted by the Council that our sound engineer was not immediately available to help with the issues, as he should have been, and had been an hour late to load-in on the day of the ARS show. Caroline Wall, followed up with our sound engineer from Hope Sound as well as the venue to troubleshoot the issue. The Council discussed potentially pursuing other sound vendors, but noted our current vendors' price for value and industry experience would be difficult to beat.

Audience feedback from the Atlanta Rhythm Show was shared by councilmembers, with the majority expressing satisfaction with the show, but some complaining about the volume.

2. Andy & Friends Chamber Trio on February 12<sup>th</sup>, 2025, was very well received and sold 119 tickets with an 8% no show rate.
3. The SC Ballet performance of Romeo and Juliet was February 14<sup>th</sup>, 2025, and Joan Collar says she got a lot of positive feedback from audience members. There was a mix-up between the ballet company and Caroline Wall, where outdated staging and floor plans were sent for the dressing rooms at West Beach, resulting in a last-minute re-set of the WBCC dressing rooms.

Caroline shared that 284 tickets were sold with a 16% no-show rate, it made \$5,560 in the box office.

4. Bill Blizzard shared about the Moranz Entertainment: *Sinatra* show, which was a really popular show. 472 tickets were sold with a 7% no-show rate, making \$9,080 in the box office.
5. We've had two piano bars and one film showing since our last meeting. Joan Collar said the

film did very well, and she had about 140 people for The Joy Project piano bar on February 26<sup>th</sup> and 64 attendees for Gary Pecorella on February 5<sup>th</sup>.

David Wohl noted that we are consistently staying below our 10-15% no-show rate.

#### **IV. New Business**

##### **A. 2024-2025 Season Updates**

1. The upcoming TUSK show on March 18<sup>th</sup> is sold out at 500 and a giveaway was hosted on the Arts Council social media in efforts to promote the show and The Council. Kristin Thompson brought up an observation from the past few performances, noting that herself and another ticket scanner are seeing more ADA folks in our audience. The Council discussed how best to accommodate our patrons who may require modified seating; by adding language on the event page and ticket purchasing website to let the program manager know ahead of time so we can adequately prepare.
2. Bill Blizzard shared updates on Blues by the Sea festival and provided line-up information to Caroline Wall for promotions.
3. Jodi Rush discussed Piccolo Spoleto Preview, which councilmember Rob Cushman will be assisting as an event coordinator. Jodi shared the history of the event and typical protocol, and the Council discussed how best to produce the variety of performers anticipated.

##### **B. 2025-2025 Planning Updates**

Caroline Wall shared that she is in the process of finding venues and negotiating dates and riders with artists.

##### **C. Marketing Strategy and Branding**

Program Manager Caroline Wall revisited an idea Joan Collar brought up at an earlier meeting to produce and distribute more print marketing as it may better suited for our audience. Caroline invited the Council to think about the Arts Council's current logo. Caroline also raised concerns about our logo as it is difficult to design with, being off-centered. No members offered any information, but they agreed that we do need a refresh. Caroline agreed to create show-specific printed posters to give to event coordinators to distribute in places around the community for the upcoming season with the stipulation that the event coordinator is responsible for confirming the poster is allowed to be shown in the business or organization. Caroline also mentioned that she thinks a mail marketing strategy to Kiawah and Seabrook Islands would be effective at the beginning of the season to send planners to residents. Rob Cushman and David Wohl brought up the need for a standardized marketing strategy and promotion timeline for events that details when materials should be distributed and where, including social media.

##### **D. Sandcastle Policy for Non-Members**

The Sandcastle has graciously hosted our piano bars and film series events free of charge for several years, which are open to the public and occur 12 times throughout the season. However, The Sandcastle is a private, member-only club. Due to a structural policy reorganization of The Sandcastle, the Arts Council had been asked to either pay a venue rental fee, as if we are hosting a private event; or to limit our patrons for these events to members-only. As a Town, we cannot promote exclusivity or prohibit anyone from attending our public events based on

where they live, so Caroline Wall shared that she and Stephanie Tillerson entered into negotiations with The Sandcastle event team and were able to mainly preserve our existing relationship and The Arts Council will continue be able to use the venue free of charge, as long as our events occur during business hours. This may involve a change in time for next season's piano bar and film series, pushing them up an hour.

E. Updates on Municipal Hall extension

Mayor Brad Belt joined the meeting shortly to share updates about the proposed municipal development, saying it is going to be a community center that can be multi-use but on a smaller scale to execute it rapidly. Mayor Belt shared he is still interested in having an intimate but high-quality performance space with adequate acoustics and comfortable seating. David Wohl added noted that priorities for The Arts Council include comfortable seating; stage lighting capabilities and rigging; quality acoustics; and good sight lines for the audience. The performance space or auditorium is expected to seat around 300 people, but the Arts Council would like to push for a higher capacity to be used for more of our events.

F. 2025-2026 Budget Increase Request Update

David Wohl reported that his request was submitted to Town Administrator, Stephanie Tillerson for an 8% operating budget increase, which she added to her budget proposal to be presented to Town Council. David Wohl also discussed the possibility that Arts Council funding source may change from the general Town revenue fund to A-Tax funds, but this is still in deliberation.

G. Artist Contract Change Considerations

Caroline Wall discussed the possibility of including a radius clause in our artist contracts. David Wohl raised the point that a radius clause would not be relevant to all artists, especially local organizations we work with, which poses an issue. This topic is still under discussion.

V. Correspondence None

VI. Chairman's Comments None

VII. Public Comments None

VIII. Adjournment

IX. David Wohl motioned to adjourn the meeting at 3:10 PM and the motion was seconded by Bill Blizard and carried by the Council.

Submitted by,



4/2/25

Caroline Wall, Arts and Cultural Events Program Manager

Approved by,



4/2/25

David Wohl, Chair, Arts and Cultural Events Committee