

Supporting Arts Together – Meeting Minutes – April. 26, 2022

Members Present: Shannon Farro, Becky, Brian Schmitt, Hillary Winburn, Kathy Strauss, Susan Abercrombie

Staff Present: Cindy Gettig, Amanda Bailey, Chris Mowder

Meeting called to order at 3:04 p.m. by Shannon Farro

Welcome & Introductions:

Shannon Farro welcomed everyone and thanked them for coming to the meeting. Everyone introduced themselves.

Waccamaw Community Foundation:

Speaker: Mike Mancuso, Executive Director & Ellen Barney-Sycks, Stewardship and Communications Officer

The Waccamaw Community Foundation is the only community foundation in Horry and Georgetown counties and is only 1 of 700 within the United States. They hold over 30 million in assets and donor advised funds. They assist with establishing endowments and directing donor funds to non-profits in the area. They have a brand-new website that has been created by Golf Tourism Solutions. On their new webpage they will have a non-profit directory and their goal is to have a place where anyone can find information about our local non-profits through their directory. Through this webpage they are setting up google analytics to be able to assist with getting non-profits names to the top of the page when their name is searched on google. One of the benefits of this directory will allow for non-profits to post immediate needs. This will allow for donors to see specific needs and be able to direct their funds to those areas. Waccamaw Community Foundation's goal is to support the non-profits in various categories. They want to provide information and assistance with teaching non-profits how to create a legacy within their donor crowd. They would also like to support donors in establishing their bequest to the specific non-profits. The foundation did a survey through their donor crowd and found many desires for where people want to give their money, but the second most desirable area was to the arts. The biggest issue for donors is knowing where to give within the arts. The plan for the foundation is to set up an endowment for the arts community; they would like to raise 10 million dollars within 5 years. Mike requested information from the group to make sure that he included all needs the art community has into his proposal. Many things were already in his proposal, but some other suggestions were money for staff and volunteer professional development, operation funds and an arts trail that includes various artists in one building showcasing their work.

MB Public Arts & Visit MB Marketing:

Speaker: Chris Mowder

Chris discussed the great things Visit Myrtle Beach currently has going on right now. Visit Myrtle Beach wants to go beyond the traditional ways they've previously operated in the past. They believe in sharing the beach's culture and that goes beyond the beach itself. Through his research, he's discovered there is a variety of art in the area. Currently there's 100 different artistic stops within Myrtle Beach. Visit Myrtle Beach is working to create a Myrtle Beach Arts Trail that will be shown digitally through the Visit Myrtle Beach website. The Arts Trail will showcase the various places around Myrtle Beach that involves art and there will be incentive to go to each location to receive a prize from Visit Myrtle Beach. The plan is to launch this at the end of May-early June. A few things currently in the works; famous mural artwork, cooking and travel-culture shows. Chris has a desire to grow the Supporting Arts Together group and support the local artists in the area. Through collaboration with Visit Myrtle Beach and the Chamber, we've created a program that will allow for one artist to be chosen each month to showcase their work at networking events. We hope to grow this program and acquire more artists within the Supporting Arts Together group. Visit Myrtle Beach and the Chamber has a great desire to support local artists and provide whatever resources we can for them!

Meeting adjourned at 4:00 p.m. by Shannon Farro