

Supporting Arts Together – Meeting Minutes – Jan. 25, 2022

Members Present: Shannon Farro, Brian Schmitt, Hillary Winburn, Kathy Strauss, Pat, Scott

Staff Present: Cindy Gettig, Amanda Bailey, Chris Mowder, Marlane White

Meeting called to order at 3:05 p.m. by Cindy Gettig

Welcome & Introductions:

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

SC Arts Alliance:

Speaker: GP McLeer, Executive Director of SC Arts Alliance

GP has many titles, and he currently serves as the mayor of Fountain Inn. He discussed the various things happening in the arts community in the state. They have different trainings throughout the year for DEI and financial management. Arts Advocacy week used to be a one-day luncheon in February every year. It is now a week, and each day focuses on something different. They rally at the State House, this year it won't be an in-person conference and rally. Some things will be moved virtually or delayed. This year it will be held February 7th-11th. An event is hosted at Frothy Beard Brewery in West Ashley. They have an artist create a label for one new craft beer they create for the event. This gives the artist and arts community exposure. He showed the Arts Advocacy website, which showed the list of items that they are advocating for during the week.

Chamber Updates:

Speaker: Cindy Gettig

The chamber has launched a new logo. Annual meeting is scheduled for April 21st and nominations are currently open. Volunteer and Ambassador of the year event is scheduled for May 12th. DEI will have EVOLVE series this year.

MB Public Arts & Visit MB Marketing:

Speaker: Chris Mowder

Chris introduced himself and his role within Visit Myrtle Beach. He also discussed initiatives for the year and public arts murals. They are currently working with an arts company that puts murals in different states. Their goal is to have a mural in every state by the end of 2022. He discussed the Public Arts Facebook and Instagram pages. Marketing has been working on exposing different arts in the community. Their main focus is culinary and live music. For 2022, they are more focused on exposing the culinary culture in the Grand Strand area. Something currently in the works is collaborating with a chef from the show Top Chef to produce content to promote Myrtle Beach.