

Supporting Arts Together - Meeting Minutes – July 20, 2022

Members present: Shannon Farro, Ariel, Becky, Susan Abercrombie, Dray Arnold, Pat Goodwin, Troy Marron, Billy (William) Miller, Bryan Schmitt, Windy Vasque

Staff present: Amanda Bailey, Chris Mowder.

The meeting was called to order at 3:00 p.m.

Welcome & Introductions: Shannon Farro

Everyone introduced themselves and said what organization they represent.

SC Arts Commission Presentation: Amber Westbrook

Amber presented a grants program presentation to the group. There are various grant program opportunities for nonprofits to apply for. Some are year-round and some are term applications. Not only did they have grants for the arts, but for teacher's as well. She discussed a few of the specific grant opportunities they have. There individual artist grant is opening in August, and this is called the Arts Support Program. Organizations can also apply for the cultural development grant and awards are up to \$2,500. This will help art nonprofit's receive professional development courses. There are artist fellowships with four disciplines. Performing arts, specific to digital media is the new fellowship this year. The arts commission is currently working on updated requirements and guidelines for the fellowships. This should be updated by August or September. They are also revising the sub-granting program for fiscal year 2024, they want it to suit the needs of all regions throughout the state. Guidelines for grants are updated August, September, and November. Amber showcased different staff members on the team and how they can assist the organizations in the room. Kimberly Motte is the new Arts Director for the SC Arts Commission. La Ruchala Murphy assists organizations with advising which grant to apply for that would suit them best. Amber went over the login page and expressed the importance of creating a login before applying for a grant. She displayed the grant coaching program and the different calls and newsletters that go out to individual groups. There are various grant coaching programs that are for different organizations and art sectors. She also went over the grants page and where to sign up for them and showed the requirements of each grant. Dray asked if there was an area for individuals to sign up for emails to receive communication from the arts commission. Amber showed the area where you could sign up for email communication and receive weekly newsletters.

Visit Myrtle Beach Update: Chris Mowder

Chris introduced himself to the group. He discussed the campaign that Visit Myrtle Beach is currently in. They are in the middle of their summer campaign "Beach with the Best". This campaign was put together to celebrate the normal everyday things that people do at the beach and is meant to be comical. It has been showcased in out of network areas, on television, and social media. It is scripted to be like an ESPN style show. The hope is to encourage others to "beach their best self" and relax. They wanted to take a different approach than showcasing the touristy things, since they know that most everyone knows Myrtle Beach and the touristy things it has to offer. The goal is to make Myrtle Beach more than just a tourist destination and to have a niche, like Charleston and other markets. They hope to do this by showcasing the various arts, including local artists, culinary and music. Most do not know that there is 2,000 plus restaurants within the Grand Strand. There is a YouTube show coming out that will be hosted by Johanna Wilson that will showcase the different culinary in the area. Chris also mentioned the new member structure and how it will serve investors. Expressed the importance of wanting to simplify and amplify the benefits of both the chamber and Visit Myrtle Beach. Marketing has worked on acquiring more event sponsorships for the area, for example Muzika! And the Chili Kickoff. One of Chris's projects has been to work on the Myrtle Beach Karaoke which will connect tourists with music. The musician will go up and down the boardwalk and play a guitar and have tourists sing along to various songs. He's also working on the Myrtle Beach Arts and Gallery Trail, which combines public art around town and allows others to find the art locations in Myrtle Beach. The arts trail is also digital for people to find the trail using their smartphones. The chamber and Chris have been working on ways to better support the local artists in the community. We will sponsor an artist of the month and allow them to showcase their work in the chamber lobby, as well as at events and business after hours throughout the quarter. More details to come on this.

Open Forum:

Everyone went around the room and discussed what they have going on within the next couple of months.

Billy (William) Miller – During the month of August there will be two shows, one will be on August 12, which will be a reception for the Main Street Fine Arts Collective. This will be up for about two and a half weeks. The next event is on August 26, it's the seventh annual black and white show. Friday evening will be a reception where individuals can dress up in black and white. Everyone loves this event and enjoys dressing up in their best black and white attire. He encouraged everyone to come out and enjoy the reception. The Arts Grand Strand organization was awarded by the SC Arts Commission. He mentioned the artsgrandstrand.org and described what it is. It's a free events page that showcases various cultural events in the area. He encouraged

everyone to post their events on this page and do it about two weeks ahead of the event, since they have a weekly newsletter that goes out. This will allow more individuals to learn about the event.

Pat Goodwin – The Carolina Master Chorale’s kickoff will be in October, and it’ll be in its fortieth season. There will be a sixth annual student voting competition for chorus singers at Coastal Carolina. A traditional Christmas concert will happen that features brass and choir. There will be a theatre collaboration that will feature “Considering Matthew Shepard”.

Becky – The art museum is celebrating its twenty-fifth anniversary. Currently it’s displaying the “The World of Frida” exhibition, which will run through September 24. They are doing play reading, workshops, and lectures. Becky mentioned there is a free arts program that the museum offers for veterans. They offer this two Thursday’s a month, in the morning and afternoon.

Troy Marron – Introduced himself; he writes the permits for the events that happen within the city. He wanted to come and learn more about the arts and how he can support them in their endeavors. Arts within the city falls under special events, so he wants to make sure he connects with the arts organizations to learn their needs. The city’s big event is Winter Wonderland, he hopes to make some great changes to the event that will attract more people to attend!

Windy Vasque – Introduced herself and thanked everyone for allowing her to be apart. Her background is a certified fitness instructor, and her goal is to promote wellbeing. She’s an art enthusiast and previously worked at an assisted living facility. She had to plan a lot of various crafts for the individuals there and she loved doing art crafts because it brought so much joy to them! She currently works at the Pepper Geddings recreation center and works with adults fifty and up to keep them active. She wanted to come to this group to learn more about what’s going on in the arts community to hopefully collaborate and get people involved at the recreation center with the arts.

Susan Abercrombie – Long Bay Symphony is celebrating their thirty-fifth anniversary! They host a free concert on Veteran’s Day for veterans to attend and it’s \$10 for regular attendees. They are hosting a Strauss on the Strand gala. It will showcase their musicians and will have a nice plated dinner with networking time. This is an optional black tie event.

Bryan Schmitt – The city manager met with all city staff and wanted to know how the city could better serve its staff. The unanimous response was to have more opportunities to connect with individuals within different departments and organizations within Myrtle Beach. The city manager decided to create a paint by numbers art project in the city. This will be on a wall in the city where Myrtle Beach staff and residents can come and paint. There is a tentative location on Broadway Street, they wanted the location to be apart of the city so they could maintain it. The Cultural Resource Committee is beginning conversation about big walls that can be purchased within the city for art murals.

Meeting adjourned at 4:00pm