



The Town of Hilton Head Island Accommodations Tax Advisory Committee Regular Meeting

**Thursday, November 7, 2013
9:00 a.m. – Benjamin M. Racusin Council Chambers**

AGENDA

As a Courtesy to Others Please Turn Off All Cell Phones and Pagers during the Meeting

- 1. Call to Order**
- 2. Freedom of Information Act Compliance**
Public notification of this meeting has been published, posted, and mailed in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.
- 3. Approval of Minutes**
 - a. Regular Accommodations Tax Advisory Committee Meeting of October 30, 2013
- 4. Chairman's Report**
- 5. Unfinished Business**
None
- 6. New Business**
 - a. Hearing of Applicants

	Thursday, November 7, 2013
TIME	APPLICANT
9:00-9:20	Mitchelville Preservation Project
9:20-9:40	The Heritage Library Foundation
9:40-10:00	Native Island Business & Community Association
10:00-10:20	South Carolina Repertory Co.
10:20-10:40	BREAK
10:40-11:10	Hilton Head Island-Bluffton Chamber of Commerce
11:10-11:30	SC Lowcountry & Resort Islands Tourism Commission
11:30-11:50	Hilton Head Island Institute
11:50-1:30	LUNCH
1:30-1:50	Experience Green

1:50-2:10	Hilton Head Wine and Food, Inc.
2:10-2:40	Town of Hilton Head Island
2:40-3:00	Hilton Head Concours d'Elegance
3:00-3:10	BREAK
3:10-3:30	David M. Carmines Memorial Foundation
3:30-3:40	Skull Creek July 4th Celebration
3:40-3:50	Harbour Town 4th of July Celebration
3:50-4:10	Shelter Cove Harbour Company 4th of July and Harbourfest Fireworks

7. Adjournment

Please note that a quorum of Town Council may result if four (4) or more of Town Council members attend this meeting.

**TOWN OF HILTON HEAD ISLAND
ACCOMMODATIONS TAX ADVISORY COMMITTEE**

Date: October 30, 2013 **Time:** 9:00 a.m.

Members Present: Robert Stenhammer, *Chairman*; Mike Alsko, *Vice-Chairman*; Frank Soule, Trish Heichel, Stewart Brown, Rob Bender, Bob Spear

Members Absent: None

Council Present: None

Staff Present: Susan Simmons, *Director of Finance*; Bret Martin, *Deputy Director of Finance*; Brian Hulbert, *Staff Attorney*; Erica Madhere, *Finance Assistant*

Others Present: Various representatives from organizations that applied for ATAX Grants, members of the public

Media: None

1. Call to Order:

The meeting was called to order at 9:00 a.m.

2. FOIA Compliance:

Public notification of this meeting has been published, posted, and mailed in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.

3. Approval of Minutes:

Ms. Heichel moved to approve the Minutes of October 30, 2013. Mr. Alsko seconded the motion. The Motion passed unanimously. (7-0)

4. Chairman's Report:

Chairman Robert Stenhammer thanked all of the Accommodations Tax (ATAX) Grant applicants for their expansive contributions to tourism on Hilton Head Island, and to the community as a whole. The Committee's objective during the hearings is to solidify its understanding of the applicant's requests, and ultimately to be able to advise the Town with sophisticated grant recommendations. In its recommendations, the Committee plans to include a clear purpose for the intended funds that will follow the Category breakdown referenced in State Law and communicated to municipalities by the State's Tourism Expenditure Review Committee. He also let the applicants know that once the awards have been made, expenditures within the grant guidelines for Advertising and Promotion of Tourism will be fully reimbursed to applicants, and all other types of qualified expenditures within the grant guidelines will be reimbursed to the applicants at a percentage that is equal to the average percent of tourists served by the organization.

5. Unfinished Business:

None

6. New Business:

a. Hearing of applicants

The following applicants made presentations to the Committee during the morning session:

1. Art League of Hilton Head Island
2. Beaufort County Black Chamber of Commerce
3. Beaufort County Government – Hilton Head Island Air Day
4. Center for Service Leadership
5. Arts Center of Coastal Carolina
6. Arts Center of Coastal Carolina – Capital Improvement
7. Hilton Head Dance Theatre
8. Hilton Head St. Patrick’s Day Parade

During the presentation by the Art League, Ms. Heichel disclosed a potential conflict of interest and did not participate. The required disclosure form is attached.

The Committee broke for lunch at 12:00 p.m. and resumed the meeting at 1:30 p.m. During the afternoon session, the following applicants made presentations to the Committee.

9. Hilton Head Symphony Orchestra
10. Hilton Head Choral Society
11. Italian American Club of Hilton Head
12. Main Street Youth Theater
13. Lowcountry Golf Course Owners Association
14. The Sandbox
15. Coastal Discovery Museum

During the presentation by the Italian American Club of Hilton Head, Mr. Soule disclosed a potential conflict of interest and did not participate. The required disclosure form is attached.

7. Adjournment:

Mr. Stenhammer thanked the Committee for their hard work and participation. Mr. Brown made a motion to adjourn the meeting and Ms. Heichel seconded the motion. The vote passed unanimously (7-0) and the meeting was adjourned at 4:21 p.m.

Approved:

Respectfully submitted:

Robert Stenhammer, Chairman

Erica Madhere, Secretary

2014 Application Year Atax Grant Requests and Recommendations

September 24, 2013

Organization Name	Activity Name	2014 Requests	Committee Recommendation	Town Council Approved
Art League of Hilton Head	Visual Arts Enhance Tourism	72,500	0	0
Arts Center of Coastal Carolina	Capital Project to Replace the HVAC Controls System and Upgrade to Variable Chilled Water Flow Drives	86,000	0	0
Arts Center of Coastal Carolina	Tourism Operations Support for the Arts Center of Coastal Carolina	378,000	0	0
Beaufort County Black Chamber of Commerce	Cultural Tourism Marketing	25,000	0	0
Beaufort County Government	Hilton Head Island Air Day	10,000	0	0
CSL	Startup of the Center for Service Leadership Operations	25,000	0	0
David M. Carmines Memorial Foundation	Hilton Head Island Seafood Fest	10,000	0	0
Experience Green	2014 Accommodations Tax Grant	8,000	0	0
Harbour Town Merchants Association	Harbour Town 4th of July Fireworks	18,000	0	0
Hilton Head Choral Society	Hilton Head Choral Society ATAC Initiatives	28,000	0	0
Hilton Head Concours d'Elegance, Inc	Hilton Head Concours d'Elegance & Motoring Festival	134,000	0	0
Hilton Head Dance Theatre	Hilton Head Dance Theatre Performance	15,392	0	0

Organization Name	Activity Name	2014 Requests	Committee Recommendation	Town Council Approved
	Season			
Hilton Head Island Institute	Imagination 2014	150,000	0	0
Hilton Head Island St. Patrick's Day Parade	Hilton Head Island St. Patrick's Day Parade	16,000	0	0
Hilton Head Island Wine and Food Inc	Hilton Head Island Wine and Food Festival	100,350	0	0
Hilton Head Island-Bluffton Chamber of Commerce	2014 Destination Marketing Application	375,000	0	0
Hilton Head Symphony Orchestra, Inc	2014 HHSO General Operating grant	200,000	0	0
Italian American Club of Hilton Head	Italian Festival 2014	64,200	0	0
Lowcountry Golf Course Owners Association	Publicity and Media Relations Program	50,000	0	0
Main Street Youth Theater	2014 ATAX Grant App	50,000	0	0
Mitchelville Preservation Project	Accommodations Tax Grant Application	50,000	0	0
Native Island Business and Community Affairs Assoc, Inc	Hilton Head Island Gullah Celebration	150,000	0	0
SC Lowcountry & Resort Islands Tourism Commission	SC Lowcountry & Resort Islands Tourism Commission	36,800	0	0
Shelter Cove HarbourCompany	4th of July at Shelter Cove Harbour	43,850	0	0
Skull Creek July 4th Celebration, Inc	Skull Creek July 4th Celebration	9,000	0	0
South Carolina Repertory Company	General Operating support for South Carolina Repertory Company	27,000	0	0
The Coastal Discovery Museum	Cultural and Eco-Tourism Programs	185,000	0	0

Organization Name	Activity Name	2014 Requests	Committee Recommendation	Town Council Approved
The Heritage Library Foundation	The Heritage Library	27,370	0	0
The Sandbox	Increasing Tourism through the Expansion of Young Minds	50,000	0	0
Town of Hilton Head Island	Municipal Town Operations - Tourism Support	1,175,559	0	0
		3,570,021	0.00	0.00