



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

**Thursday, October 22, 2015  
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 8, 2015
- 4. Chairman’s Report**
- 5. Unfinished Business**
- 6. New Business**
  - a. Hearing of Applicants

	<b>Thursday October 22, 2015</b>
<b>TIME</b>	<b>APPLICANT</b>
<b>9:20-9:40</b>	Arts Center of Coastal Carolina
<b>9:40-10:00</b>	Beaufort County Black Chamber of Commerce
<b>10:00-10:20</b>	Gullah Museum of Hilton Head Island
<b>10:20-10:40</b>	BREAK
<b>10:40-11:00</b>	Hilton Head Dance Theater
<b>11:00-11:20</b>	Sandalwood Community Food Pantry
<b>11:20-11:40</b>	Lowcountry Golf Course Owners Association
<b>11:40-12:10</b>	Hilton Head Island-Bluffton Chamber of Commerce
<b>12:10-1:30</b>	LUNCH
<b>1:30-1:50</b>	HH Symphony Orchestra

<b>1:50-2:10</b>	Hilton Head Choral Society
<b>2:10-2:30</b>	Main Street Youth Theater
<b>2:30-2:50</b>	BREAK
<b>2:50-3:10</b>	MLK Jr. Celebration
<b>3:10-3:30</b>	SC Lowcountry & Resort Islands Tourism Commission
<b>3:30-3:50</b>	HH St. Patrick's Day Parade

**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 08, 2015 **Time:** 9:00 a.m.

**Members Present:** Mike Alsko, *Chairman*; Stewart Brown, *Vice-Chairman*; Rob Bender, Trish Heichel, Cliff McMackin, Charles Miner

**Members Absent:** Brad Marra

**Staff Present:** Susan Simmons, *Finance Director*; Brian Hulbert, *Staff Attorney*, Marcy Benson, *Senior Grants Administrator*; Erica Madhere, *Finance Administrator*; Cindaia Ervin, *Finance Assistant*

**Council Present:** John McCann, Kim Likins

**Others Present:** Members of Organizations interested in applying for 2016 Accommodations Tax Grants; Members of the public.

**Media:** None

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**1. Call to Order:**

The meeting was called to order at 9:06 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:**

**a. Accommodations Tax Advisory Committee Meeting of August 27, 2015**

Ms. Heichel moved to approve the Minutes of July 14, 2015. Mr. Bender seconded the motion. The Motion passed unanimously. (6-0)

**4. Chairman's Report:**

None

**5. Unfinished Business:**

None

**6. New Business:**

**a. Preliminary Review of 2016 ATAX Grants Applications**

Mike Alsko, Chairman, opened the meeting by explaining the purpose this meeting. He stated that this served as an opportunity to ask any questions, and request any additional documents prior to the applicant hearings. He also informed the Committee that there were a total of 30 applications this year including five new applicants. Stewart Brown, Vice-Chairman, stated how impressed he was with the overall improved quality of the ATAX Applications thru the use of the Effectiveness Measurement form. He used the Hilton Head-Bluffton Chamber of Commerce as an example and stated that he was pleased with their presentation of effectiveness of what they do, how they do it and how the money is spent.

He also stated that their review of showing what is effective and what changes need to be made to be more effective was a good overall review. He thanked all of the applicants for taking the time to fill out the effectiveness form and encouraged them to continue to think about how they can be effective. Mr. Alsko also thanked the applicants for providing all the information requested during the application process and encouraged them to provide any feedback regarding the application.

**b. Review and Approval of individual dates and time lines for Applicant Hearings**

Ms. Heichel moved to approve the ATAC application hearing schedule. Mr. Brown seconded the motion. The Motion passed unanimously. (6-0)

**c. Approval of 2016 Proposed Dates**

Mike Alsko, Chairman, spoke that the Town's Designated Marketing Organization has until April 1<sup>st</sup>, 2016 to submit the budget and marketing plan. He is concerned that the DMO presentation on April 7<sup>th</sup>, 2016 only allows a week to review. His thoughts were that he would like to see more time in between the submittal and presentation to be able to give a proper review and recommendation to Town Council. He stated that the contract between the Town and the Hilton Head Island-Bluffton Chamber of Commerce/VCB is in the negotiation stages, and it is possible that the contract may have an impact on the Committee's schedule. Therefore, he would like to postpone the approval of the 2016 meeting dates.

Mr. McMackin moved to postpone the approval of the 2016 ATAC meeting dates. Mr. Miner seconded the motion. The Motion passed unanimously. (6-0)

**7. Adjournment:**

Ms. Heichel moved to adjourn the meeting. Mr. McMackin seconded the Motion. All Members voted unanimously in favor and the meeting was adjourned at 9:26 a.m.

**Approved:**

**Respectfully submitted:**

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**Mike Alsko, Chairman**

\_\_\_\_\_  
**Cindaia Ervin, Secretary**

**Calendar Year 2016 Accommodations Tax Advisory Committee Recommendations**

	2014 Regular & Initial Nonrecurring	2014/2015 NON-RECURRING			2015 GRANTS			2016 GRANTS				
	Town Council Award	2015 Applicant Request	ATAC Recommendation	Town Council Award	2015 Applicant Request	ATAC Recommendation	Town Council Award	2016 Applicant Request	ATAC Recommendation	ATAC Restrictions	Town Council Award	TC Add'l Restrictions
Art League of Hilton Head	45,000	N/A	N/A	N/A	85,000	85,000	49,500	87,418				
<b>Art League of Hilton Head - Nonrecurring</b>	<b>N/A</b>	<b>11,301</b>	<b>2,750</b>	<b>-</b>	<b>11,301</b>	<b>2,750</b>	<b>2,750</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>
Arts Center of Coastal Carolina	365,000	N/A	N/A	N/A	384,000	384,000	383,250	396,000				
Arts Center of Coastal Carolina - Capital	86,000	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<b>Arts Center of Coastal Carolina - Nonrecurring -</b>	<b>N/A</b>	<b>260,850</b>	<b>124,432</b>	<b>260,850</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>
Beaufort County Black Chamber of Commerce	-	N/A	N/A	N/A	55,000	-	-	55,000				
Beaufort County Government (Hilton Head Air Day)	-	N/A	N/A	N/A	WITHDREW APPLICATION			N/A	N/A	N/A	N/A	N/A
David M. Carmines Memorial Foundation	4,000	N/A	N/A	N/A	10,000	6,500	4,400	15,000				
Gullah Museum of Hilton Head Island	N/A	N/A	N/A	N/A	50,000	20,000	20,000	50,000				
Harbour Town Merchants Assoc.	9,000	N/A	N/A	N/A	18,000	12,000	9,900	18,000				
Hilton Head Choral Society	18,000	N/A	N/A	N/A	30,000	30,000	24,800	35,500				
<b>Hilton Head Choral Society - Nonrecurring</b>	<b>N/A</b>	<b>4,790</b>	<b>4,790</b>	<b>-</b>	<b>4,790</b>	<b>4,790</b>	<b>4,790</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>
Hilton Head Concours d'Elegance	134,000	85,000	85,000	85,000	160,000	160,000	147,400	165,000				
Hilton Head Dance Theater	12,000	N/A	N/A	N/A	16,000	12,000	13,200	23,000				
HHI Audubon Society	N/A	N/A	N/A	N/A	50,000	45,000	45,000	N/A	N/A	N/A	N/A	N/A
<b>HHI Audubon Society - Nonrecurring</b>	<b>N/A</b>	<b>30,000</b>	<b>-</b>	<b>-</b>	<b>30,000</b>	<b>-</b>	<b>-</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>
<b>HHI Land Trust - Nonrecurring</b>	<b>N/A</b>	<b>15,000</b>	<b>15,000</b>	<b>-</b>	<b>15,000</b>	<b>15,000</b>	<b>15,000</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>
HHI Recreation Association (2016: Wingfest & Oyster Festival)	N/A	N/A	N/A	N/A	10,000	7,500	7,500	15,000				
HHI St. Patrick's Day Parade	12,000	N/A	N/A	N/A	16,000	16,000	13,200	16,000				
HHI Wine and Food, Inc.	100,350	N/A	N/A	N/A	147,500	147,500	130,000	130,000				
<b>HHI Wine and Food, Inc. - Nonrecurring</b>	<b>N/A</b>	<b>25,000</b>	<b>-</b>	<b>-</b>	<b>25,000</b>	<b>-</b>	<b>-</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>
Hilton Head Island-Bluffton Chamber of Commerce VCB	330,000	N/A	N/A	N/A	400,000	400,000	366,500	385,000				
<b>Hilton Head Island-Bluffton Chamber of Commerce VCB -</b>	<b>N/A</b>	<b>340,000</b>	<b>-</b>	<b>100,000</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>
Hilton Head Symphony Orchestra	200,000	N/A	N/A	N/A	215,000	215,000	215,000	230,000				
<b>Hilton Head Symphony Orchestra - Nonrecurring</b>	<b>N/A</b>	WITHDREW APPLICATION			<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>
<b>Hilton Head Symphony Orchestra-Hilton Head Choral</b>	<b>N/A</b>	<b>30,200</b>	<b>12,000</b>	<b>-</b>	<b>30,200</b>	<b>-</b>	<b>-</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>
Hilton Head Island Visitors and Convention Bureau	N/A	N/A	N/A	N/A	325,000	-	-	N/A	N/A	N/A	N/A	N/A
<b>Hilton Head Island Visitors and Convention Bureau -</b>	<b>N/A</b>	<b>250,000</b>	<b>-</b>	<b>-</b>	<b>250,000</b>	<b>-</b>	<b>-</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>
Lowcountry Golf Course Owners Association	50,000	N/A	N/A	N/A	N/A	N/A	N/A	50,000				
<b>Lowcountry Golf Course Owners Association -</b>	<b>N/A</b>	<b>42,510.26</b>	<b>42,510</b>	<b>-</b>	<b>42,510</b>	<b>42,510</b>	<b>42,510</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>
Main Street Youth Theater	12,000	N/A	N/A	N/A	25,000	15,000	13,200	20,000				
Memory Matters								40,000				
Mitchelville Preservation Project	28,000	N/A	N/A	N/A	53,500	38,000	30,800	60,000				
MLK Jr. Celebration								6,500				
Native Island Business & Community	95,000	N/A	N/A	N/A	150,000	110,000	104,500	150,000				
Sandalwood Community Food Pantry								5,000				
SC Lowcountry & Resort Islands Tourism	15,000	N/A	N/A	N/A	45,000	-	-	49,000				
Shelter Cove Harbour Company	9,000	N/A	N/A	N/A	42,000	42,000	39,900	54,900				
<b>Shelter Cove Harbour Company - Nonrecurring</b>	<b>N/A</b>	<b>73,929</b>	<b>-</b>	<b>-</b>	<b>73,929</b>	<b>-</b>	<b>-</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>
Skull Creek July 4th Celebration	9,000	N/A	N/A	N/A	12,000	12,000	9,900	13,940				
South Carolina Repertory Company	12,000	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<b>The Coastal Discovery Museum (Discovery Lab)</b>	<b>N/A</b>	<b>102,613</b>	<b>102,613</b>	<b>-</b>	<b>102,613</b>	<b>102,613</b>	<b>102,613</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>
The Coastal Discovery Museum (ARKHAIOS Heritage & Archaeology Film Fest)	N/A	N/A	N/A	N/A	8,470	-	-	N/A	N/A	N/A	N/A	N/A
The Coastal Discovery Museum (Cultural & Eco-Tourism Programs)	185,000	N/A	N/A	N/A	223,000	223,000	194,250	239,340				
The Heritage Library & Coastal Discovery Museum (Speaker Series)	N/A	N/A	N/A	N/A	10,425	6,531	6,531	Speaker Series req under Heritage Lib	N/A	N/A	N/A	N/A
The Heritage Library - History Day (2015 app was combined with Coastal Discovery Museum)	N/A	N/A	N/A	N/A	16,000	8,000	8,000	9,100				
The Heritage Library (2016: Heritage Lib & Speaker Series)	17,150	N/A	N/A	N/A	20,000	20,000	18,865	50,160				
<b>The Heritage Library - Nonrecurring</b>	<b>N/A</b>	<b>8,421</b>	<b>7,242</b>	<b>-</b>	<b>8,421</b>	<b>7,242</b>	<b>7,242</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>
The Outside Foundation								5,000				
The Sandbox	50,000	N/A	N/A	N/A	56,300	56,300	55,000	49,600				
<b>The Sandbox - Nonrecurring</b>	<b>N/A</b>	<b>102,623</b>	<b>82,123</b>	<b>-</b>	<b>102,623</b>	<b>82,123</b>	<b>82,123</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>
Town of Hilton Head Island	999,776	N/A	N/A	N/A	1,211,485	1,000,000	1,049,765	1,286,058				
<b>Subtotal of Current Year Requests/Recommendations</b>	<b>2,802,276</b>	<b>1,382,237</b>	<b>478,460</b>	<b>445,850</b>	<b>4,541,067</b>	<b>3,328,359</b>	<b>3,217,389</b>	<b>3,709,516</b>				
<b>Non-recurring Funds Reserved for allocation after p</b>	<b>(88,150)</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>					
<b>Totals</b>	<b>2,714,126</b>	<b>1,382,237</b>	<b>478,460</b>	<b>445,850</b>	<b>4,541,067</b>	<b>3,328,359</b>	<b>3,217,389</b>	<b>3,709,516</b>				

- 32,610 128,180 239,150