



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

Thursday, October 27, 2016
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. **Swearing in of New Member**
 - a. Heather Rath – *Greg DeLoach, Assistant Town Manager*
4. **Approval of Minutes**
 - a. Regular Accommodations Tax Advisory Committee Meeting of August 23, 2016.
5. **Chairman's Report**
6. **Unfinished Business**
7. **New Business**
 - a. Hearing of Applicants.

	Thursday October 27, 2016
TIME	APPLICANT
9:00-9:20	Art League of Hilton Head
9:20-9:50	Hilton Head Island-Bluffton Chamber of Commerce
9:50-10:10	HH Concours d' Elegance
10:10-10:30	Gullah Museum of Hilton Head Island
10:30-10:50	BREAK
10:50-11:10	Hilton Head Dance Theater
11:10-11:30	First Tee of the Lowcountry
11:30-11:50	Lowcountry Golf Course Owners Association

11:50-12:50	LUNCH
12:50-1:10	12 Jewels of Life
1:10-1:30	Hilton Head Recreation Association <i>Wing Fest & Oyster Festival</i>
1:30-1:50	Hilton Head Choral Society
1:50-2:10	Main Street Youth Theater
2:10-2:30	BREAK
2:30-2:50	MLK Jr. Celebration
2:50-3:10	Lean Ensemble Theatre

8. 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: August 23, 2016 **Time:** 9:00 a.m.

Members Present: Stewart Brown, *Chairman*; Mike Alsko, *Vice-Chairman*; Rob Bender, Trish Heichel and Brad Marra

Members Absent: Cliff McMackin

Staff Present: Susan Simmons, *Finance Director*; Brian Hulbert, *Staff Attorney*, Marcy Benson, *Senior Grants Administrator*; Rene Phillips, *Website Administrator*; and Cindaia Ervin, *Finance Assistant*

Council Present: Tom Lennox and Kim Likins

Others Present: Members of Organizations interested in applying for 2017 Accommodations Tax 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:

a. Accommodations Tax Advisory Committee Meeting of July 20, 2016

Ms. Heichel moved to approve the Minutes of July 20, 2016. Mr. Bender seconded the motion. The Motion passed unanimously. (5-0)

4. Chairman's Report:

None

5. Unfinished Business:

None

6. New Business:

a. Calendar Year 2017 Accommodations Tax Grant Applicant Workshop to discuss the Application procedure, expectations, and to address Applicant questions and concerns.

Chairman Stewart Brown explained the purpose of the meeting is to review the 2017 application and to answer any questions the applicants may have. Mr. Brown invited Rene Phillips, Website Administrator for the Town, to the dais to walk the workshop attendees through the online application process. She explained each step in detail and highlighted common questions she has received over the years. She informed the applicants of helpful

hints including not to “cut and paste” responses from Microsoft Word since doing so will add background data that will affect the over-all word count. She also mentioned that when logging in with the organization’s username and password, the application will pre-populate the 2017 Application with information submitted for the 2016 application, including the budgets and financial statements, so that only the current year statements need to be uploaded. Ms. Phillips mentioned that if an applicant finds they have uploaded a document that needs correction, or if technical assistance is needed, they should contact her for help. Finally, she reminded the group that September 16th at 4:00 pm was the absolute deadline for application submittals.

Susan Simmons, Director of Finance, addressed the attendees and informed them of the importance of adding to the tourist experience by having quality events that drive tourism to Hilton Head. She stated that the more information provided regarding each organization’s metrics is ideal. Ms. Simmons also explained the process of reimbursement when the grant is awarded which is based on each origination’s tourism percentage. She stated that of the 7 categories the only one that is reimbursed at 100% is category 1; marketing and advertising.

The Committee thanked Ms. Phillips and Ms. Simmons for their guidance on the applications and invited the workshop attendees to voice their questions and concerns. A question was raised regarding clarification of the visitor/tourist. Mike Also, Vice-Chairman, explained based on the Tourism Expenditure Review Committee’s (TERC) guidance Code Section 6-4-5, “travel” and “tourism” means the action and activities of people taking trips outside their home communities for any purpose, except daily commuting to and from work. Thus, under this definition, a “tourist” would be a person who is taking trips outside his or her home community for any purpose other than daily commuting to and from work. The Committee felt that with this concern of other applicants they would amend the current application to include a question that asks the “documented number of tourists served” to show the variance of the visitor and tourist. Ms. Phillips indicated that the change would be later seen on the application that was currently on the website.

Mr. Brown thanked everyone for taking the time to attend the meeting and made note of subsequent meetings and the 2017 application deadline.

7. Adjournment:

Ms. Heichel moved to adjourn the meeting. Mr. Alsko seconded the Motion. All Members voted unanimously in favor and the meeting was adjourned at 10:05 a.m.

Approved:

Respectfully submitted:

Stewart Brown, Chairman

Cindaia Ervin, Secretary