



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

**Thursday, April 7, 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. Approval of Minutes**
 - a. Accommodations Tax Advisory Committee Meeting of February 25, 2016.
- 4. Chairman's Report**
- 5. Unfinished Business**
None
- 6. New Business**
 - a. Hearing regarding the Chamber of Commerce and Visitor & Convention Bureau's proposed 2016-2017 marketing plan and budget of expenditures for the 30% allocation of State Accommodations Tax Funds for advertising and promotion of tourism.
 - b. Hearing 2016 Out-of-Cycle Applications
 - 12 Jewels of Life
 - Arts Center of Coastal Carolina
 - Hilton Head Island Concours d 'Elegance
 - Heritage Library Foundation
 - Mitchelville Preservation Project
 - The Gullah Museum of Hilton Head Island
- 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: February 25, 2016 **Time:** 11:30 a.m.

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

Members Absent: Charles Miner

Staff Present: Susan Simmons, *Director of Finance*; Brian Hulbert, *Staff Attorney*; Cindaia Ervin, *Finance Assistant*

Council Present: John McCann

Others Present: Ariana Pernice, Hilton Head Island-Bluffton Chamber of Commerce/VCB; Eleanor O'Key, Lowcountry Inside Track; Joyce Wright, Mitchelville Preservation Project; Mary Briggs, Hilton Head Symphony Orchestra; Linda Bloom, Arts Center of Coastal Carolina and members of the public

Media: None

1. Call to Order:

The meeting was called to order at 11:30 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:

Mr. Brown made a correction to the minutes on page 3. Mr. Brown moved to approve the amended Minutes of November 5, 2015. Ms. Heichel seconded the motion. The Motion passed unanimously. (6-0)

4. Chairman's Report:

Mike Alsko, Chairman, opened the meeting and explained that the purpose of the meeting was to form a process for out-of-cycle grant requests. He stated that last May Town Council set guidelines for the amount of funds to be reserved for out-of-cycle grant requests and the minimum amount was set at \$50,000. Mr. Alsko stated that going forth the process formulated today would be used going forward. Mr. Alsko thanked everyone on the committee for their hard work this past fall with the application process and felt that it went smooth not only with the ATAC Committee members but also with Town Council.

Mr. Alsko stated that Charles Miner will be resigning due to his current obligations in the community. He stated the Committee will miss him and thanked him for his hard work throughout the years.

6. Unfinished Business:

None

7. New Business:

a. Discuss process related to Out-of-Cycle ATAX grant requests.

Mike Alsko informed the Committee members that earlier in the month, the Finance and Administrative Committee asked the ATAC Committee to come up with a process for the out-of-cycle grant needs. Mr. Alsko stated that he wanted to keep the need to urgent and emergent needs and requested the committee members to think about how they can focus on requestors that were not able to apply during the traditional cycle or requests where there is a new and emerging need for the funds. He stated that Stewart Brown was able to attend the meeting to get a better understanding of the Finance & Administrative Committee's direction. Stewart Brown, Vice Chairman, stated that the meeting went well. Mr. Brown stated that the purpose is to force the applicant to think and plan ahead for opportunities to arise prior to the traditional cycle in the fall.

The Committee spoke as a whole regarding the reserve funds, timeline of the out-of-cycle grants process and application criteria. They agreed that the application process should be open to all applicants but stressed that it should be used for urgent and emergent needs. The committee proposed the policy as follows; March 1st or March 15th Finance & Administrative Committee submits ATAX Out-of-Cycle policy to Town Council for approval; March 14th or March 21st application period opens; March 25th or April 1st application period closes; Prior to April 7th Town staff submits completed applications to ATAC for review; April 7th ATAC application review and recommendation; and April 19th Town Council considers ATAC recommendations. The timeline of the policy was given two dates as at the time the policy still needed to go to Town Council for approval when Council acts on the matter, the better of the two dates will be used. Mr. Brown stated that he would work on the policy and application and present it at the next Finance and Administrative Committee meeting on March 1st meeting for consideration.

Mr. Alsko made a motion to approve the policy and process for the 2016 Out-of-Cycle ATAX grant process. Ms. Heichel moved to approve; Mr. Bender seconded; and the motion was approved by a vote of 6-0.

8. Adjournment:

Mr. Bender moved to adjourn the meeting. Ms. Heichel seconded the Motion. The Motion was approved by a vote of 6-0 and the meeting was adjourned at 1:37 p.m.

Approved:

Respectfully submitted:

Mike Alsko, Chairman

Cindaia Ervin, Secretary