



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

**Thursday, April 6, 2017
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 November 9, 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 2017-2018 marketing plan and budget of expenditures for the 30% allocation of State Accommodations Tax Funds for the advertising and promotion of tourism.
- 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: November 09, 2016 **Time:** 9:00 a.m.

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

Members Absent: None

Council Present: Kim Likins

Staff Present: Susan Simmons, *Director of Finance*; Erica Madhere, *Finance Administrator*; Cindaia Ervin, *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:

Mrs. Heichel moved to approve the Minutes of November 3, 2016. Mr. Alsko seconded the motion. The Motion passed with a vote of 5-0. Mr. Bender and Mr. McMackin did not vote as they were absent from the last meeting.

4. Chairman's Report:

Stewart Brown, Chairman, opened the meeting and thanked all of the applicants for their time and efforts. Mr. Brown explained the process of the Review and Recommendation meeting and invited Susan Simmons, Director of Finance for the Town, to give a report on the funds available for the 2017 Grants. Ms. Simmons stated that the sources of revenue include actual ATAX revenue received during the first three quarters of calendar year 2016, plus an estimated amount of revenue for the fourth quarter. Other amounts available to be granted include interest, lapsed grants from the previous year, and carryover funds from calendar year 2015. She stated that the total amount available to award is \$4,081,136. Mr. Brown closed the report and stated that the Committee will make grant recommendations for the traditional grant cycle and any remaining funds could be used for a possible out-of-cycle grant process handled through a mid-year grant cycle in 2017, however, with the recent hurricane that would be determined at a later date.

5. Unfinished Business:

None

6. **New Business:**

a. **Review & Recommendations for the 2017 Accommodations Tax Grants.**

A spreadsheet was displayed listing all applicants along with the amount each applicant requested. Committee members discussed each individual application and ultimately, the Accommodations Tax Advisory Committee decided upon the following recommendations:

Calendar Year 2017 Accommodations Tax Advisory Committee Recommendations				
	2017 GRANTS			
	2017 Applicant Request	ATAC Recommendation	Town Council Award	TC Add'l Restrictions
12 Jewels of Life	50,000	-		
Art League of Hilton Head	65,000	65,000		
Arts Center of Coastal Carolina	411,800	400,000		
David M. Carmines Memorial Foundation	55,000	55,000		
Gullah Museum of Hilton Head Island	50,000	35,000		
Harbour Town Merchants Assoc.	20,000	16,705		
Hilton Head Choral Society	43,000	35,000		
Hilton Head Concours d'Elegance	215,000	215,000		
Hilton Head Dance Theater	19,000	15,000		
HHI Recreation Association (2016: Wingfest & Oyster Festival)	20,000	20,000		
HHI St. Patrick's Day Parade	16,000	16,000		
HHI Wine and Food, Inc.	130,000	130,000		
Hilton Head Island-Bluffton Chamber of Commerce VCB	405,000	405,000		
Hilton Head Symphony Orchestra	245,000	230,000		
Lean Ensemble Theatre	30,000	30,000		
Lowcountry Golf Course Owners Association	50,000	50,000		
Main Street Youth Theater	25,000	15,000		
Mitchelville Preservation Project	133,000	110,000		
MLK Jr. Celebration	700	700		
Native Island Business & Community	150,000	110,000		
Shelter Cove Harbour Company	76,800	76,800		
Skull Creek July 4th Celebration	15,325	17,825		
The Coastal Discovery Museum (Cultural & Eco-Tourism Programs)	239,340	239,340		
The First Tee of the Lowcountry	60,000	20,000		
The Heritage Library - History Day	15,000	15,000		
The Heritage Library (2016: Heritage Lib & Speaker	77,360	50,000		
The Sandbox	54,000	54,000		
Town of Hilton Head Island	1,365,900	1,365,900		
Total	4,037,225	3,792,270	-	-
Remaining Balance Available to Award		288,866		
	Revenues			
Amount Available, net of \$50k reserve	4,081,136			

After the discussions of the individual applications, the Committee decided to carry over \$288,866 (plus the \$50,000 minimum reserve) for Town Council to award in the traditional grant cycle or possibly leave for any out-of-cycle needs. The Committee felt that carrying funds over would help ensure a sustainable level of funding in the event that ATAX revenues should decrease for any reason.

Mr. Alsko made a motion to approve the recommendations as assigned and displayed on the projected spreadsheet (and summarized in the table above) and to leave the remaining \$288,866 available to carry forward to next year. Mrs. Heichel seconded the motion. All Committee members voted unanimously to approve (except for individual line items where individual members had recused themselves-details listed at end of minutes). (7-0 with the following exceptions 5-0 First Tee of the Lowcountry, 5-0 Harbour Town Merchants Association, 6-0 Hilton Head Wine and Food Festival, 6-0 Hilton Head Concours d 'Elegance, 6-0 Hilton Head Symphony Orchestra, 6-0 Lowcountry Golf Course Owners Association, 5-0 Hilton Head Island – Bluffton Chamber of Commerce/VCB, 6-0 Shelter Cover Harbour Company, 6-0 The Heritage Library).

During the discussion of the First Tee of the Lowcountry Heather Rath and Brad Marra disclosed a potential conflict of interest and did not participate. The required disclosure forms are attached. During the discussion of the Harbour Town Merchants Association 4th of July Fireworks and Hilton Head Wine and Food Festival, Mr. Rob Bender disclosed a potential conflict of interest and did not participate. The required disclosure forms are attached. During the discussion of the Hilton Head Concours d 'Elegance, Mr. Stewart Brown disclosed a potential conflict of interest and did not participate. The required disclosure form is attached. During the discussion of the Harbour Town Merchants Association 4th of July, Mr. Cliff McMackin disclosed a potential conflict of interest and did not participate. The required disclosure form is attached. During the discussions of the Lowcountry Golf Course Owners Association, Hilton Head Island-Bluffton Chamber of Commerce/VCB and the Shelter Cove Harbour Company, Mr. Brad Marra disclosed a potential conflict of interest and did not participate. The required disclosure forms are attached. During the discussions of The Heritage Library, Hilton Head Symphony Orchestra and Hilton Head Island-Bluffton Chamber of Commerce/VCB, Mrs. Heather Rath disclosed a potential conflict of interest and did not participate. The required disclosure forms are attached.

b. Proposed 2017 Accommodations Tax Advisory Committee Meeting Dates.

Mrs. Heichel moved to approve the 2017 Accommodations Tax Advisory Committee meeting dates. Mrs. Rath seconded, and the motion passed with a vote of 7-0.

7. Adjournment:

Mrs. Heichel made a motion to adjourn, which Mr. Alsko seconded. All voted in favor and the meeting was adjourned at 11:37 a.m.

Approved:

Respectfully submitted:

Stewart Brown, Chairman

Cindaia Ervin, Secretary