

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

Date: July 20, 2016 **Time:** 9:00 a.m.

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

Members Absent: Cliff McMackin

Staff Present: Susan Simmons, *Director of Finance*; John Troyer, *Deputy Director of Finance*; Rene Phillips, *Website Administrator*; Kris Kronlein, *GIS Analyst\Website Specialist*; Marcy Benson, *Senior Grants Administrator*; Erica Madhere, *Finance Administrator*; Cindaia Ervin, *Finance Assistant*

Council Present: Bill Harkins, Kim Likins, John McCann

Others Present: Ariana Pernice, *Hilton Head Island Chamber of Commerce / VCB*; Mary Briggs, *Hilton Head Symphony Orchestra*; Linda Piekut, *The Heritage Library*; Carolyn Vanagel, *Hilton Head Island Motoring Festival*; Louise Cohen, *Gullah Museum*; Jeff Gerber, *Hilton Head Wine & Food Festival*; Lea Arnold, *Island Rec Association*; Jeffery Reeves, *Arts Center of Hilton Head*; Jennifer Gajdalo, *MLK, Jr. Celebration Committee*; Heather Rath, and Members of the Public

Media: None

1. Call to Order:

The meeting was called to order at 9:10 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. Swearing in of Reappointed and New Members:

Mayor Pro Tempore William Harkins swore in reappointed committee member Rob Bender. He congratulated Mr. Bender and all committee members on behalf of Town Council and thanked them for the important role they play in the community. Mr. Harkins also presented Mr. Charles Miner with a crystal award for serving two years on the committee and thanked him for his excellent service.

4. Reception:

A short reception was held in recognition of the reappointed member, Mr. Bender and outgoing member, Mr. Miner.

5. Special Orders:

Election of Chairman and Vice Chairman:

- a. Rob Bender nominated Stewart Brown as Chairman. Trish Heichel seconded the motion. There were no other nominations. Mr. Brown was elected unanimously (5-0).

- b. Rob Bender nominated Mike Alsko as Vice Chairman. Trish Heichel seconded the motion. There were no other nominations. Mr. Alsko was elected unanimously (5-0).

6. Approval of Minutes:

Trish Heichel moved to approve the Minutes of April 7, 2016. Mr. Bender seconded the motion. The motion passed unanimously (5-0).

7. Chairman's Report:

None

8. Unfinished Business

None

9. New Business:

a. Discussion Regarding Potential Improvements to the Accommodations Tax Grant Application for 2017.

Stewart Brown, Chairman, thanked the Committee Members for entrusting him to fill the position of Chairman of the Accommodations Tax Advisory Committee (ATAC). He stated that Mr. Miner's seat on the Committee is open and inquired about how the vacant seat will be filled. Mike Alsko, Vice-Chairman, explained that ATAC position goes through the Community Services Committee who vets qualified applicants and makes recommendations to Town Council. Alsko stated that Greg DeLoach, Assistant Town Manager, had confirmed that the Community Affairs Committee is actively working to fill it.

Mr. Brown asked the Committee members if they had an objection to moving the ATAC Applicant Workshop to an earlier date during the same week. No members opposed and all agreed to move the ATAX Applicant Workshop to Tuesday August 23rd, 2016. Mr. Brown also explained for the applicants present that this past year the application was enhanced and an effective measurement form was added to help with strengthening the application process as a whole. He stated that the Committee did not want to specify what the measurement should be but leave it up to the applicant to decide how its organization will measure its effectiveness overall. Trish Heichel agreed with Mr. Brown, and stated that the feedback she was given was that the application was smoother and overall easier to understand. The overall consensus of the Committee was that by adding the executive summary and the effective measurement form it has helped tremendously to understand what the applicant has done and will do in the future. The Committee decided not to change anything with the application this year and will revisit any potential changes next year if needed.

Mr. Brown asked for public comment regarding the application. Jennifer Gajdalo, MLK, Jr. Celebration Committee, stated that this is the first year the organization applied and with the application they were able to look at how they were functioning as a whole and make the necessary adjustments to improve for the future programs. Ariana Pernice, Hilton Head Island-Bluffton Chamber of Commerce/VCB, stated that with the executive summary it has helped them as a team to communicate with planning of execution, the mid-point check in and also how well they performed in the end which is helpful if they need to later reference.

Mr. Brown thanked everyone in attendance for their time and comments.

10. Adjournment:

Mr. Bender made a motion to adjourn the meeting. Mrs. Heichel seconded the motion and the motion passed with a vote of 5-0. The meeting was adjourned at 9:48 am.

Approved: August 23, 2016

Respectfully submitted:

Stewart Brown, Chairman

Cindaia Ervin, Secretary