



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

Thursday, April 5, 2018  
9:00 a.m. – Benjamin M. Racusin Council Chambers

## AGENDA

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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 ATAC Member**
  - a. Richard Thomas- *Steve Riley; Town Manager*
4. **Approval of Minutes**
  - a. Accommodations Tax Advisory Committee Meeting of November 2, 2017.
5. **Chairman's Report**
6. **Unfinished Business**  
None
7. **New Business**
  - a. Hearing regarding the Hilton Head Island-Bluffton Chamber of Commerce/Visitor & Convention Bureau's proposed 2018-2019 Marketing Plan and Budget of Expenditures for the 30% Allocation of State Accommodations Tax Funds for the Advertising and Promotion of Tourism.
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:** November 02, 2017 **Time:** 9:00 a.m.

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

**Members Absent:** Cliff McMackin

**Council Present:** Kim Likins and David Ames

**Staff Present:** John Troyer, *Director of Finance*; Brian Hulbert, *Staff Attorney*; Jennifer McEwen, *Director of Cultural Affairs*; Erica Madhere, *Finance Administrator*; Cindaia Ervin, *Finance Assistant*

**Others Present:** Various representatives from organizations that applied for ATAX Grants, members of the public

**Media:** Alex Kincaid-*The Island Packet*

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**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:**

Mr. Bender moved to approve the minutes from the Accommodations Tax Advisory Committee meeting on October 26, 2017. Mr. Alsko seconded the motion and the motion passed with a vote of 5-0.

**4. Chairman's Report:**

Stewart Brown, Chairman, opened the meeting and thanked all of the applicants for their time and efforts. Mr. Brown expressed his thoughts regarding a need for this area to grow and expand on the Gullah Culture. He believed that there is a need for community cultural organizations to collaborate on marketing efforts to increase the strong Gullah Community in this area. With the use of possible carry over funds, he stated that this could be used as an opportunity for cultural organization in the area to expand its strategic planning of cultural activities for tourists to enjoy. Overall, Mr. Brown thought that the applicants have continued to be good shepherds of the funding they received and to continue the good work in the 2018 cycle.

**5. Unfinished Business:**

None

**6. New Business:**

**a. Review & Recommendations for the 2018 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 2018 Accommodations Tax Advisory Committee Recommendations**

	2018 GRANTS		
	2018 Applicant Request	ATAC Recommendation	Town Council Award
Art League of Hilton Head	65,000	65,000	
Arts Center of Coastal Carolina	416,000	385,000	
David M. Carmines Memorial Foundation	127,000	91,000	
Gullah Museum of HHI	100,000	50,000	
Harbour Town Merchants Assoc.	20,000	20,000	
Hilton Head Choral Society	40,000	40,000	
Hilton Head Concours d'Elegance	220,000	220,000	
Hilton Head Dance Theater	20,000	15,000	
Hilton Head Island Airport	345,000	-	
HHI Rec Association (Wingfest & Oyster Festival)	30,000	25,000	
HHI St. Patrick's Day Parade	18,000	17,580	
HHI Wine and Food, Inc.	130,000	130,000	
HHI-Bluffton Chamber of Commerce VCB	485,000	485,000	
Hilton Head Symphony Orchestra	250,000	250,000	
Lean Ensemble Theatre	30,000	30,000	
Lowcountry Golf Course Owners Association	50,000	50,000	
Main Street Youth Theater	20,000	15,000	
Mitchelville Preservation Project	185,000	160,000	
Native Island Business & Community	175,000	110,000	
Shelter Cove Harbour Company	76,800	76,800	
Skull Creek July 4th Celebration	16,250	16,250	
The Boys & Girls Club	20,000	18,300	
The Coastal Discovery Museum	279,000	279,000	
The First Tee of the Lowcountry-A Operations	60,000	20,000	
The First Tee of the Lowcountry-B Disc Golf	55,000	25,000	
The Heritage Library - History Day	19,600	16,900	
The Heritage Library	70,000	60,000	
The Sandbox	50,500	50,500	
Town of Hilton Head Island	1,437,968	1,400,000	
<b>Total</b>	<b>4,811,118</b>	<b>4,121,330</b>	

**Balance Available to Award from CY 2017** 288,866

**Balance remaining from CY 2018** 121,894

After the discussions of the individual applications, the Committee decided to carry over \$121,894 (plus the \$50,000 minimum reserve) for Town Council to award in the traditional grant cycle or possible 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 (summarized in the table above) and to leave the remaining \$121,894 available to carry forward for the possible out-of-cycle needs. Mr. Bender seconded the motion. All Committee members voted unanimously to approve (except for individual line items where individual members recused themselves-details listed at end of minutes). (5-0 with the following exceptions: 4-0 Harbour Town Merchants Association, 4-0 Hilton Head Island – Bluffton Chamber of Commerce/VCB, 4-0 Hilton Head Wine and Food Festival, 4-0 Hilton Head Concours d 'Elegance, 4-0 Lowcountry Golf Course Owners Association, 4-0 The Boys & Girls Club-Pedals Event, and 4-0 Shelter Cover Harbour Company).

During the discussion of the Harbour Town Merchants Association 4<sup>th</sup> 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 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 discussion of The Boys & Girls Club Mr. Roger Freedman disclosed a potential conflict of interest and did not participate. The required disclosure forms are attached.

**7. Adjournment:**

Mr. Alsko made a motion to adjourn and Mr. Bender seconded. All voted in favor and the meeting was adjourned at 11:25 a.m.

**Approved:**

**Respectfully submitted:**

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**Stewart Brown, Chairman**

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**Cindaia Ervin, Secretary**