



The Town of Hilton Head Island  
**Accommodations Tax Advisory  
Committee**

**Thursday, November 7, 2019, 9:00 a.m.**  
Benjamin M. Racusin Council Chambers

## **AGENDA**

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*As a courtesy to others please turn off / silence ALL mobile devices during the Accommodations Tax Advisory Committee Meeting. Thank You.*

- 1. Call to Order**
- 2. FOIA Compliance** - Public notification of this meeting has been published, posted, and distributed in compliance with the South Carolina Freedom of Information Act and the requirements of the Town of Hilton Head Island.
- 3. Approval of Minutes**
  - a. Accommodations Tax Advisory Committee Meeting, October 24, 2019
- 4. Unfinished Business**
- 5. New Business**
  - a. **Review & Recommendations for the 2020 Accommodations Tax Grants**
- 6. Adjournment**

**Please note that a quorum of Town Council may result if four (4) or more of their members attend this meeting**



Town of Hilton Head Island  
**Accommodations Tax  
Advisory Committee**

Thursday, October 24, 2019 at 9:00 am  
Benjamin M. Racusin Council Chambers

## **MEETING MINUTES**

**Present from the Committee:** Brad Marra, Chairman; Andrew Brown, *Vice-Chairman*; Jim Fluker, Julie A. Smith, Roger Freedman, Richard Thomas and Stephen Arnold

**Present from Town Council:** Tamara Becker and David Ames

**Present from Town Staff:** John Troyer, *Director of Finance*; Jennifer McEwen, *Director of Cultural Affairs*; Cindaia Ervin, *Finance Assistant*

**Present from Media:** None

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### **1. Call to Order**

The Chairman called the meeting to order at 9:00 a.m.

### **2. FOIA Compliance**

Public notification of this meeting has been published, posted and distributed 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, October 17, 2019

Mr. Brown moved to approve the minutes from October 17, 2019. Mr. Thomas seconded. With no discussion, the motion passed with a vote of 7-0.

### **4. Unfinished Business – NONE**

### **5. New Business**

- a. Hearing of Applicants

The following applicants made presentations to the Committee during the morning session:

1. The Coastal Discovery Museum
2. Arts Center of Coastal Carolina
3. Hilton Head Concours d'Elegance
4. Hilton Head Choral Society
5. Mitchelville Preservation Project
6. The Boys and Girls Club of Hilton Head Island

7. Hilton Head Dance Theater
8. Hilton Head Island Airport

During the presentation by the Coastal Discovery Museum, Mr. Thomas disclosed a potential conflict of interest during the presentation and did not participate. The required disclosure form is attached.

The Committee broke for lunch at 12:00 p.m. and resumed the meeting at 1:00 p.m. During the afternoon session, the following applicants made presentations to the Committee.

9. Hilton Head Wine & Food Festival
10. Native Island Business & Community Association
11. Hilton Head Disc Golf
12. The Heritage Library
13. Lowcountry Golf Course Owners Association
14. David M. Carmines Memorial Foundation
15. Skull Creek July 4<sup>th</sup> Celebration
16. Shelter Cove Harbor Company 4<sup>th</sup> of July & Harbourfest Fireworks
17. Harbour Town Merchants Association 4<sup>th</sup> of July Celebration

During the presentation by The Heritage Library, Mr. Thomas disclosed a potential conflict of interest and did not participate. The required disclosure form is attached.

Mr. Marra disclosed a potential conflict of interest during the presentation of Lowcountry Golf Course Owners Association and he did not participate. The required disclosure forms are attached.

During the presentation by Shelter Cove Harbor Company, Mr. Arnold and Mr. Marra disclosed a potential conflict of interest and did not participate. The required disclosure forms are attached.

After the presentations concluded, Mr. Marra thanked everyone for taking the time to present to the committee, and reminded everyone that the next meeting will be Thursday November 7<sup>th</sup> at 9:00 a.m.

## **6. Adjournment**

Chairman Marra adjourned the meeting at 2:00 p.m.

**Submitted by:** Cindaia Ervin, Secretary

**Approved:** \_\_\_\_\_

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Brad Marra, Chairman

## Calendar Year 2020 Accommodations Tax Advisory Committee Recommendations

	2019 GRANTS			2020 GRANTS		
	2019 Applicant Request	ATAC Recommendation	Town Council Award	2020 Applicant Request	ATAC Recommendation	Town Council Award
12 Jewels of Life	N/A	N/A	N/A	54,000		
Art League of Hilton Head	75,000	65,000	65,000	65,000		
Arts Center of Coastal Carolina	404,000	400,000	400,000	406,000		
Beaufort County Black Chamber of Comm.	75,000	-	-	N/A		
BusinessATTRACT Development Fund	50,000	-	-	N/A		
Community Foundation of the Lowcountry	N/A	N/A	N/A	Applicant withdrew from 2020 cycle		
David M. Carmines Memorial Fnd	127,000	100,000	100,000	138,000		
Gullah Museum of Hilton Head Island	150,000	50,000	55,000	60,000		
Harbour Town Merchants Assoc.	21,000	21,000	21,000	22,000		
Hilton Head Audunon Society	N/A	N/A	N/A	6,500		
Hilton Head Choral Society	45,000	40,000	40,000	43,000		
Hilton Head Concours d'Elegance	261,000	250,000	250,000	282,000		
Hilton Head Dance Theater	21,000	15,000	15,000	23,000		
Hilton Head Disc Golf	N/A	N/A	N/A	39,000		
Hilton Head Island Airport	100,000	40,000	40,000	180,000		
Hilton Head Island Bridge Assoc.	39,500	20,000	20,000	38,800		
Hilton Head Island Carolina Shag Club	4,000	-	-	N/A		
Hilton Head Island Land Trust	N/A	N/A	N/A	23,000		
HHI Rec Association (Wingfest & Oyster Festival)	30,000	25,000	25,000	30,000		
HHI St. Patrick's Day Parade	22,000	20,000	20,000	25,000		
HHI Wine and Food, Inc.	135,000	130,000	130,000	130,000		
HHI-Bluffton Chamber of Commerce VCB	610,000	535,000	535,000	635,000		
Hilton Head Symphony Orchestra-A Operations	250,000	250,000	250,000	270,000		
Hilton Head Symphony Orchestra-B SoundWaves	70,000	-	-	N/A		
Lean Ensemble Theatre	40,000	30,000	30,000	40,000		
Lowcountry Golf Course Owners Assoc.	50,000	50,000	50,000	50,000		
Lowcountry Gullah	N/A	N/A	N/A	50,000		
Main Street Youth Theater	20,000	15,000	15,000	20,000		
Memory Matters	23,000	-	-	N/A		
Mitchelville Preservation Project	185,000	172,500	172,500	185,000		
Native Island Business & Community	175,000	120,000	120,000	225,000		
Shelter Cove Harbour Company	88,700	80,000	80,000	88,700		
Skull Creek July 4th Celebration	17,737	17,737	17,737	26,900		
The Boys & Girls Club of Hilton Head	20,000	20,000	20,000	22,000		
The Coastal Discovery Museum-Operations	285,000	285,000	285,000	310,000		
The Coastal Discovery Museum-Disc Golf	39,000	25,000	25,000	N/A		
The Coastal Discovery Museum-Mkt Plan	600,000	-	-	N/A		
The Coastal Discovery Museum-Lowcntry Fair	N/A	N/A	N/A	15,000		
The First Tee of the Lowcountry- Operations	25,000	25,000	25,000	30,000		
The First Tee of the Lowcountry-B Disc Golf	N/A	N/A	N/A	N/A		
The Heritage Library	58,000	58,000	58,000	120,000		
The Heritage Library- History Day	15,000	6,946	6,946	N/A		
The Heritage Library-Zion History Park	65,000	55,000	55,000	N/A		
The Outside Foundation	13,500	8,500	8,500	N/A		

The Sandbox	45,895	45,895	45,895	54,500		
Town of Hilton Head Island-A Operations	1,582,853	1,394,630	1,389,630	1,427,664		
Town of Hilton Head Island-B Lantern Parade	25,000	10,000	10,000	N/A		
<b>Total</b>	<b>5,863,185</b>	<b>4,380,208</b>	<b>4,380,208</b>	<b>5,135,064</b>	-	-

**Balance Available**

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5,135,064