



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

**Thursday, April 4, 2019
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 1, 2018.
- 4. Chairman's Report**
- 5. Unfinished Business**
None
- 6. New Business**
 - a. Hearing regarding the Hilton Head Island-Bluffton Chamber of Commerce/Visitor & Convention Bureau's proposed 2019-2020 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 01, 2018 **Time:** 9:00 a.m.

Members Present: Brad Marra, *Chairman*; Dru Brown, *Vice-Chairman*; Rob Bender, Roger Freedman, Jim Fluker, Julie Smith and Richard Thomas

Members Absent: None

Council Present: Kim Likins and David Ames

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

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

Media: Katherine Kokal-*The Island Packet*

1. Call to Order:

The meeting was called to order at 9:03 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 25, 2018. Mr. Fluker seconded the motion and the motion passed with a vote of 6-0.

4. Chairman's Report:

Brad Marra, Chairman, opened the meeting and thanked all of the applicants for their time and effort this year. Mr. Marra informed those present that Town Council would award the 2019 grants at its December 18th meeting. He stated that there is \$150K more for this year's awarding, however, the Committee would have some very difficult decisions to make regarding rewarding.

5. Unfinished Business:

None

6. New Business:

a. Review/Distribution of Accommodations Tax Funds.

John Troyer, Director of Finance, shared with the Committee a review of the Accommodations Tax Funds and how the money is distributed. The Committee didn't have any questions and thanked Mr. Troyer for his presentation.

b. Review of Accommodations Tax Funds Available.

John Troyer, Director of Finance, shared the state Accommodations Tax Revenues for the Committee. He shared that of the funding received, approximately \$4.3M would be able to be awarded this year for the 2019 grants.

c. Review & Recommendation for the 2019 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 2019 Accommodations Tax Advisory Committee Recommendations			
	2019 GRANTS		
	2019 Applicant Request	ATAC Recommendation	Town Council Award
Art League of Hilton Head	75,000	65,000	
Arts Center of Coastal Carolina	404,000	400,000	
Beaufort County Black Chamber of Comm.	75,000	-	
BusinessATTRACT Development Fund	50,000	-	
David M. Carmines Memorial Fnd	127,000	100,000	
Gullah Museum of Hilton Head Island	150,000	50,000	
Harbour Town Merchants Assoc.	21,000	21,000	
Hilton Head Choral Society	45,000	40,000	
Hilton Head Concours d'Elegance	261,000	250,000	
Hilton Head Dance Theater	21,000	15,000	
Hilton Head Island Airport	100,000	40,000	
Hilton Head Island Bridge Assoc.	39,500	20,000	
Hilton Head Island Carolina Shag Club	4,000	-	
HHI Rec Association (Wingfest & Oyster Festival)	30,000	25,000	
HHI St. Patrick's Day Parade	22,000	20,000	
HHI Wine and Food, Inc.	135,000	130,000	
HHI-Bluffton Chamber of Commerce VCB	610,000	535,000	
Hilton Head Symphony Orchestra-A Operations	250,000	250,000	
Hilton Head Symphony Orchestra-B SoundWaves	70,000	-	

Lean Ensemble Theatre	40,000	30,000	
Lowcountry Golf Course Owners Assoc.	50,000	50,000	
Main Street Youth Theater	20,000	15,000	
Memory Matters	23,000	-	
Mitchelville Preservation Project	185,000	172,500	
Native Island Business & Community	175,000	120,000	
Shelter Cove Harbour Company	88,700	80,000	
Skull Creek July 4th Celebration	17,737	17,737	
The Boys & Girls Club of Hilton Head	20,000	20,000	
The Coastal Discovery Museum-A Operations	285,000	285,000	
The Coastal Discovery Museum-B Disc Golf	39,000	25,000	
The Coastal Discovery Museum-C Mkt Plan	600,000	-	
The First Tee of the Lowcountry-A Operations	25,000	25,000	
The First Tee of the Lowcountry-B Disc Golf	-	-	
The Heritage Library	58,000	58,000	
The Heritage Library- History Day	15,000	6,946	
The Heritage Library-Zion History Park	65,000	55,000	
The Outside Foundation	13,500	8,500	
The Sandbox	45,895	45,895	
Town of Hilton Head Island-A Operations	1,582,853	1,394,630	
Town of Hilton Head Island-B Lantern Parade	25,000	10,000	
Total	5,863,185	4,380,208	
Balance Available		-	

The Committee felt that this year was the most difficult yet with request of \$5.8M. They did take into account each applicant and the impact they will have on our community. They commended those that applied and encouraged those that were not recommended funding, to apply for funding next year with proven metrics and data to present to the Committee for potential awarding.

Mr. Marra made a motion to approve the recommendations as assigned and displayed on the projected spreadsheet (summarized in the table above). 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).

During the discussion of BusinessATTRACT Development Fund, 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 Sandbox and the Hilton Head Island-Bluffton Chamber of Commerce, Mr. Dru Brown disclosed a potential conflict of interest and did not participate. The required disclosure form is attached. During the discussions of the Hilton Head Island-Bluffton Chamber of Commerce, the Lowcountry Golf Course Owners Association and

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, the Hilton Head Island-Bluffton Chamber of Commerce and The Town of Hilton Head Island, Mr. Roger Freedman disclosed a potential conflict of interest and did not participate. The required disclosure forms are attached. During the discussion of The Heritage Library, Mr. Richard Thomas disclosed a potential conflict of interest and did not participate. The required disclosure form is attached. During the discussion of the Hilton Head Island-Bluffton Chamber of Commerce Mrs. Julie Smith disclosed potential conflict of interest and did not participate. The required disclosure form is attached.

7. Adjournment:

Mr. Marra made a motion to adjourn and Mr. Bender seconded. All voted in favor and the meeting was adjourned at 10:15 a.m.

Approved:

Respectfully submitted:

Brad Marra, Chairman

Cindaia Ervin, Secretary