



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

Thursday, November 5, 2020, 9:00 a.m.

AGENDA

In accordance with the Town of Hilton Head Island Municipal Code Section 2-5-15, this meeting is being conducted virtually and can be viewed live on the Town's Public Meeting Facebook Page at <https://www.facebook.com/townofhiltonheadislandmeetings/>. Following the meeting, the video record will be made available on the Town's website at <https://www.hiltonheadislandsc.gov/>.

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. Roll Call

4. Approval of Agenda

5. Approval of Minutes

- a. Accommodations Tax Advisory Committee Meeting, October 15, 2020
- b. Accommodations Tax Advisory Committee Meeting, October 22, 2020

6. Citizen Comments

[Citizens who wish to address the Committee on new committee business must contact the Committee Secretary by 12:00 p.m. the day prior to the scheduled meeting. All comments are limited to 3 minutes.]

7. Unfinished Business-None

8. New Business

- a. **Review & Recommendations for the 2021 Accommodations Tax Grants**

9. Adjournment

Public comments concerning agenda items can be submitted electronically via the Town's Virtual Town Hall public comment portal at <https://hiltonheadislandsc.gov/opentownhall/>. The portal will close at **4:30 p.m.** the day prior to the scheduled meeting. Citizens may also call (843) 341-4646 to sign up for public comment participation during the meeting by phone. The public comment period will close at **4:30 p.m.** the day prior to the scheduled meeting. All comments will be provided to the Committee for review and made part of the official record.

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 15, 2020, 9:00 a.m.

MEETING MINUTES

Present from the Committee: Andrew Brown, *Chairman*; James Fluker, *Vice-Chairman*; Stephen Arnold, Julie Martin, James Berghausen and John Farrell

Absent from the Committee: Richard Thomas

Present from Town Council: None

Present from Town Staff: John Troyer, *Director of Finance*; Erica Madhere, *Finance Administrator*; Cindaia Ervin, *Finance Assistant*

Present from Media: None

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. Roll Call- See as noted above.

4. Approval of Agenda

Chairman Brown asked for a motion to approve the agenda. Mr. Fluker moved to approve the agenda as submitted. Mr. Arnold seconded. By way of roll call, the motion was approved by a vote of 6-0.

5. Approval of Minutes

a. Accommodations Tax Advisory Committee, October 1, 2020

Chairman Brown asked for a motion to approve the meeting minutes from October 1, 2020. Mr. Fluker moved to approve the meeting minutes as submitted. Mr. Arnold seconded. By way of roll call, the motion was approved by a vote of 6-0.

6. Citizen Comments

Cindaia Ervin, Committee Secretary, stated that comments concerning agenda items were to be submitted electronically via the Town's Open Town Hall portal. The public comment period closed the day prior to the meeting at 4:30 p.m. At the conclusion of the Open Town Hall, there was 1 comment for a total of 3 minutes of public comment that would be made a part the official record. There was one request from a citizen to speak to the Committee by phone.

Skip Hoagland addressed the members of the Accommodations Tax Advisory Committee regarding his concerns of the Hilton Head Island-Bluffton Chamber of Commerce, the Freedom of information Act and other issues related to the Town of Hilton Head Island.

7. New Business

a. Hearing of Applicants

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

1. Hilton Head Island-Bluffton Chamber of Commerce
2. Operation R & R
3. Main Street Youth Theatre
4. Town of Hilton Head Island
5. The First Tee of The Lowcountry
6. Gullah Museum of Hilton Head Island
7. Art League of Hilton Head
8. Mitchelville Preservation Project

During the presentation by the Hilton Head Island-Bluffton Chamber of Commerce, Mr. Brown disclosed a potential conflict of interest during the presentation and did not participate. The required disclosure forms are on file. Mr. Farrell disclosed a potential conflict of interest during the presentation of The First Tee of the Lowcountry and did not participate. The required disclosure forms are on file.

The Committee broke for lunch at 12:20 p.m. and resumed the meeting at 1:30 p.m. During the afternoon session, the following applicants made presentations to the Committee.

9. 12 Jewels of Life
10. Hilton Head Island Recreation Association
11. Lean Ensemble Theater
12. The Outside Foundation
13. Sea Turtle Patrol
14. The Sandbox

After the presentations concluded, Mr. Brown thanked everyone for taking the time to present to the committee and adapting to the virtual meetings. Also, he reminded everyone that the next meeting will be Thursday October 22nd at 9:00 a.m.

8. Adjournment

Chairman Brown adjourned the meeting at 3:27 p.m.

Submitted by: Cindaia Ervin, Secretary

Approved: _____

DRAFT



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

Thursday, October 22, 2020, 9:00 a.m.

MEETING MINUTES

Present from the Committee: Andrew Brown, *Chairman*; James Fluker, *Vice-Chairman*; Richard Thomas, Stephen Arnold, Julie Martin, James Berghausen and John Farrell

Present from Town Council: Tamara Becker

Present from Town Staff: John Troyer, *Director of Finance*; Erica Madhere, *Finance Administrator*; Cindaia Ervin, *Finance Assistant*

Present from Media: None

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. Roll Call- See as noted above.

4. Approval of Agenda

Chairman Brown asked for a motion to approve the agenda. Mr. Fluker moved to approve the agenda as submitted. Mr. Arnold seconded. By way of roll call, the motion was approved by a vote of 7-0.

5. Approval of Minutes- None

6. Citizen Comments

Cindaia Ervin, Committee Secretary, stated that comments concerning agenda items were to be submitted electronically via the Town's Open Town Hall portal. The public comment period closed the day prior to the meeting at 4:30 p.m. At the conclusion of the Open Town Hall, there were no comments. There also was one request from a citizen to speak to the Committee by phone, however, that citizen did not call in.

7. New Business

a. Hearing of Applicants

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

1. The Coastal Discovery Museum: *Operating & Honey Horn Capital*
2. Arts Center of Coastal Carolina
3. Hilton Head Concours d'Elegance
4. Hilton Head Choral Society
5. Lowcountry Gullah
6. World Affairs Council of Hilton Head
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 12:20 p.m. and resumed the meeting at 1:20 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. The Heritage Library
12. Lowcountry Golf Course Owners Association
13. David M. Carmines Memorial Foundation
14. Hilton Head Island Land Trust
15. Hilton Head Symphony Orchestra

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

After the presentations concluded, Mr. Brown thanked everyone for taking the time to present to the committee and adapting to the virtual meetings. Also, he reminded everyone that the next meeting will be Thursday November 5th at 9:00 a.m.

8. Adjournment

Chairman Brown adjourned the meeting at 4:04 p.m.

Submitted by: Cindaia Ervin, Secretary

Approved: _____

Calendar Year 2021 Accommodations Tax Advisory Grant Requests

	2020 GRANTS			2021 GRANTS		
	2020 Applicant Request	ATAC Recommendation	Town Council Award	2021 Applicant Request	ATAC Recommendation	Town Council Award
12 Jewels of Life	\$ 54,000	\$ -	\$ -	\$ 40,000		
Art League of Hilton Head	\$ 65,000	\$ 65,000	\$ 65,000	\$ 65,000		
Arts Center of Coastal Carolina	\$ 406,000	\$ 395,000	\$ 406,000	\$ 325,000		
David M. Carmines Memorial Fnd	\$ 138,000	\$ 115,000	\$ 115,000	\$ 115,000		
Gullah Museum of Hilton Head Island	\$ 60,000	\$ 55,000	\$ 55,000	\$ 17,000		
Harbour Town Merchants Assoc.	\$ 22,000	\$ 21,000	\$ 21,000	Did not apply for 2021 ATAX Grant		
Hilton Head Audubon Society	\$ 6,500	\$ 3,600	\$ 3,600	Did not apply for 2021 ATAX Grant		
Hilton Head Choral Society	\$ 43,000	\$ 40,000	\$ 40,000	\$ 16,000		
Hilton Head Concours d'Elegance	\$ 282,000	\$ 265,000	\$ 282,000	\$ 88,000		
Hilton Head Dance Theater	\$ 23,000	\$ 15,000	\$ 15,000	\$ 19,000		
Hilton Head Disc Golf	\$ 39,000	\$ 20,000	\$ 20,000	Did not apply for 2021 ATAX Grant		
Hilton Head Island Airport	\$ 180,000	\$ 90,000	\$ 90,000	\$ 165,000		
Hilton Head Island Bridge Assoc.	\$ 38,800	\$ 25,000	\$ 25,000	Did not apply for 2021 ATAX Grant		
Hilton Head Island Land Trust	\$ 23,000	\$ 15,000	\$ 15,000	\$ 30,000		
HHI Rec Association (Wingfest & Oyster Festival)	\$ 30,000	\$ 25,000	\$ 25,000	\$ 10,000		
HHI St. Patrick's Day Parade	\$ 25,000	\$ 22,000	\$ 22,000	Did not apply for 2021 ATAX Grant		
HHI Wine and Food, Inc.	\$ 130,000	\$ 120,000	\$ 125,000	\$ 88,000		
HHI-Bluffton Chamber of Commerce VCB	\$ 635,000	\$ 575,000	\$ 575,000	\$ 350,000		
Hilton Head Symphony Orchestra-A Operations	\$ 270,000	\$ 250,000	\$ 260,000	\$ 270,000		
Lean Ensemble Theatre	\$ 40,000	\$ 35,000	\$ 35,000	\$ 40,000		
Lowcountry Golf Course Owners Assoc.	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000		
Lowcountry Gullah	\$ 50,000	\$ -	\$ -	\$ 75,000		
Main Street Youth Theater	\$ 20,000	\$ 17,000	\$ 17,000	\$ 25,000		
Mitchelville Preservation Project	\$ 185,000	\$ 185,000	\$ 185,000	\$ 185,000		
Native Island Business & Community	\$ 225,000	\$ 125,000	\$ 125,000	\$ 225,000		
Operation R & R <i>(New Application)</i>				\$ 15,000		
Sea Turtle Patrol HHI <i>(New Application)</i>				\$ 10,660		
Shelter Cove Harbour Company	\$ 88,700	\$ 80,000	\$ 80,000	Did not apply for 2021 ATAX Grant		
Skull Creek July 4th Celebration	\$ 26,900	\$ 21,000	\$ 21,000	Did not apply for 2021 ATAX Grant		
The Boys & Girls Club of Hilton Head	\$ 22,000	\$ 22,000	\$ 22,000	Did not apply for 2021 ATAX Grant		
The Coastal Discovery Museum-Operations	\$ 310,000	\$ 297,500	\$ 297,500	\$ 310,000		
The Coastal Discovery Museum-Lowcntry Fair	\$ 15,000	\$ 5,000	\$ 5,000	Did not apply for 2021 ATAX Grant		
The Coastal Discovery Museum-Honey Horn Capital Improvements <i>(New Application)</i>				\$ 350,000		
The First Tee of the Lowcountry- Operations	\$ 30,000	\$ 25,000	\$ 25,000	\$ 25,000		
The Heritage Library	\$ 120,000	\$ 115,000	\$ 115,000	\$ 110,000		
The Outside Foundation				\$ 20,000		
The Sandbox	\$ 54,500	\$ 54,500	\$ 54,500	\$ 17,875		
Town of Hilton Head Island-A Operations	\$ 1,427,664	\$ 1,389,941	\$ 1,346,941	\$ 1,000,000		
World Affairs Council of HH <i>(New Application)</i>				\$ 10,000		
Total	\$ 5,135,064	\$ 4,538,541	\$ 4,538,541	\$ 4,066,535	\$ -	\$ -

Balance Available

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