



Town of Hilton Head Island
Accommodations Tax Advisory Committee

Thursday, November 3, 2022 – 9:00 a.m.

Benjamin M. Racusin Council Chambers

AGENDA

The Accommodations Tax Advisory Committee meeting will be held in person at Town Hall in the Benjamin M. Racusin Council Chambers.

1. Call to Order

1. 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.

2. Roll Call

3. Approval of Agenda

4. Approval of Minutes

a. Accommodations Tax Advisory Committee, October 6, 2022

b. Accommodations Tax Advisory Committee, October 13, 2022

c. Accommodations Tax Advisory Committee, October 20, 2022

5. Appearance by Citizens- Citizens may submit written comments via the [Town's Open Town Hall Portal](#). The portal will close at 4:30 p.m. on Wednesday November 2, 2022. Comments submitted through the portal will be provided to the Accommodations Tax Advisory Committee and made part of the official record.

6. Unfinished Business-None

7. New Business

a. Review & Recommendation for the 2023 Accommodations Tax Grants

8. Chairman's Report

9. 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 6, 2022, at 9:00 a.m.

MEETING MINUTES

Present from the Committee: Jim Fluker, *Chairman*; James Berghausen, Julie Martin, John Farrell and Margaret Johnson

Absent from the Committee: Stephen Arnold and Richard Thomas

Present from Town Council: None

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

Present from the Media: None

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. Roll Call- See as noted above.

4. Approval of the Agenda

- a. Chairman Fluker asked for a motion to approve the agenda. Mrs. Johnson moved to approve the agenda as submitted. Ms. Martin seconded. By way of roll call, the motion was approved by a vote of 5-0-0.

5. Approval of Minutes

- a. Accommodations Tax Advisory Committee Meeting August 11, 2022

Chairman Fluker asked for a motion to approve the revised meeting minutes from August 11, 2022. Mrs. Johnson moved to approve the meeting minutes as submitted. Ms. Martin seconded. By way of roll call, the motion was approved by a vote of 5-0-0.

6. Appearance by Citizens

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 submitted, however, there was one request from a citizen to speak to the Committee in person.

At the time of appearance by citizens and again prior to the chairman adjuring the meeting, Mr. Skip Hoagland was not present.

7. New Business

a. Consideration of the Proposed Calendar Year 2023 Meeting Dates

Chairman Fluker asked for a motion to approve the proposed calendar year 2023 meeting dates. Mrs. Johnson moved to approve the meeting dates as submitted. Ms. Martin seconded. By way of roll call, the motion was approved by a vote of 5-0-0.

b. Consideration of the Proposed Dates and Times for the Applicant Hearings

Chairman Fluker asked for a motion to approve the proposed dates and times for the applicant hearings except for those applicants that have timing issues to be worked out. Mr. Berghausen moved to approve the proposed dates and times for the applicant hearings as submitted. Ms. Martin seconded. By way of roll call, the motion was approved by a vote of 5-0-0.

c. Preliminary Review of the 2023 Accommodations Tax Grant Applications

Chairman Fluker asked the Committee Members if they had any questions for the applicants that they could be stated today or emailed to Ms. Ervin to request additional information and a few Committee Members stated they previously discussed with Ms. Ervin information they would like to see.

8. Chairman’s Report

Chairman Fluker urged applicants in the future to be mindful when uploading financials to provide the most current information. He also expressed that reviewing the applications is important to the Committee and that they will be looking at all information submitted closely. Mr. Fluker stated that he is cautious in saying that there “might” be sufficient funding and it is also possible that some applicants may be disappointed in their recommending decisions but they have a duty to follow the statutory requirements and is hopeful the Committee will be able to fund each applicant in full, but it is not guaranteed.

9. Adjournment

At 9:17 a.m. Mr. Fluker adjourned the meeting.

Submitted by: Cindaia Ervin, Secretary

Approved: _____



Town of Hilton Head Island
Accommodations Tax Advisory Committee

Thursday, October 13, 2022, at 9:00 a.m.

MEETING MINUTES

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

Absent from the Committee: None

Present from Town Council: None

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

Present from the Media: None

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. Roll Call- See as noted above.

4. Approval of the Agenda

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

5. Approval of Minutes-None

6. Appearance by Citizens

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 submitted and nor did any citizens requested to speak to the Committee in person.

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. Hilton Head Concours d'Elegance

3. Long Cove Club
4. World Affairs Council of HHI
5. Lowcountry Gullah
6. Mitchelville Preservation Project
7. The Sandbox
8. Lean Ensemble Theater

The Committee broke for lunch at 12:20 p.m. and resumed the meeting at 1:23 p.m. During the afternoon session, the following applicants made presentations to the Committee.

9. Hilton Head Island St. Patrick's Day Parade
10. Gullah Museum of HHI
11. The Heritage Library Foundation
12. The Outside Foundation
13. Hilton Head Island Bridge Association

After the presentations concluded, Mr. Fluker thanked everyone for taking the time to present to the committee and. Also, he reminded everyone that the next meeting will be Thursday October 20th at 9:00 a.m.

8. Chairman's Report

Chairman Fluker had a brief discussion with Ms. Ervin and the Town's General Counsel regarding not-for-profit organizations. Mac Deford, General Counsel stated that he would provide an opinion for the Committee to review prior to the next meeting.

9. Adjournment

At 3:29 p.m. Mr. Fluker adjourned the meeting.

Submitted by: Cindaia Ervin, Secretary

Approved: _____



Town of Hilton Head Island
Accommodations Tax Advisory Committee

Thursday, October 20, 2022, at 9:00 a.m.

MEETING MINUTES

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

Absent from the Committee: None

Present from Town Council: Tom Lennox and David Ames

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

Present from the Media: None

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. Roll Call- See as noted above.

4. Approval of the Agenda

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

5. Approval of Minutes-None

6. Appearance by Citizens

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 submitted and nor did any citizens requested to speak to the Committee in person.

7. New Business

- a. Hearing of Applicants

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

1. HH Symphony Orchestra
2. Arts Center of Coastal Carolina

3. The Boys & Girls Club of the Lowcountry
4. Hilton Head Island Recreation Association
5. Lowcountry Golf Course Owners Association
6. Hilton Head Wine & Food Inc
7. The Coastal Discovery Museum
8. David M. Carmines Memorial Foundation

During the presentation of the Lowcountry Golf Course Owners Association Mr. Farrell disclosed a potential conflict of interest and did not participate. The required disclosure forms are on file.

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

9. Art League of Hilton Head
10. Hilton Head Choral Society
11. Hilton Head Dance Theater
12. The First Tee of the Lowcountry
13. TedX Hilton Head
14. Native Island Business Community Affairs Association
15. Hilton Head Audubon
16. Sea Turtle Patrol Hilton Head Island
17. Shelter Cove Habrour Company
18. Harbour Town Merchants Association
19. Hilton Head Island Airport

During the presentation of the First Tee of the Lowcountry Mr. Farrell disclosed a potential conflict of interest and did not participate. The required disclosure forms are on file.

After the presentations concluded, Mr. Fluker thanked everyone for taking the time to present to the committee. John Troyer, Director of Finance stated that the Finance Department is waiting on the quarterly Accommodations Tax funds to be received. Once Mr. Troyer will provide the Committee with clear amount for funding. Mr. Fluker also reminded everyone that the last meeting for the committee will be Thursday, November 3rd at 9:00 a.m.

8. Adjournment

At 4:56p.m. Mr. Fluker adjourned the meeting.

Submitted by: Cindaia Ervin, Secretary

Approved: _____

Calendar Year 2023 Accommodations Tax Advisory Grant Requests

	2022 GRANTS			2023 GRANTS		
	2022 Applicant Request	ATAC Recommendation	Town Council Award	2023 Applicant Request	ATAC Recommendation	Town Council Award
12 Jewels of Life	\$ 20,000	\$ -	\$ -	Did not apply for 2023 ATAX Grant		
Art League of Hilton Head	\$ 95,000	\$ 95,000	\$ 95,000	\$ 75,000		
Arts Center of Coastal Carolina	\$ 405,000	\$ 405,000	\$ 405,000	\$ 420,000		
David M. Carmines Memorial Fnd	\$ 19,600	\$ 19,600	\$ 19,600	\$ 181,000		
Gullah Museum of Hilton Head Island	\$ 125,000	\$ 125,000	\$ 125,000	\$ 150,000		
Harbour Town Merchants Assoc.	\$ 23,000	\$ 23,000	\$ 23,000	\$ 29,000		
Hilton Head Audubon Society	Did not apply for 2022 ATAX Grant			\$ 17,588		
Hilton Head Choral Society	\$ 50,000	\$ 50,000	\$ 50,000	\$ 40,000		
Hilton Head Concours d'Elegance	\$ 307,000	\$ 307,000	\$ 307,000	\$ 385,000		
Hilton Head Dance Theater	\$ 19,000	\$ 19,000	\$ 19,000	\$ 20,000		
Hilton Head Island Airport	\$ 160,000	\$ 160,000	\$ 160,000	\$ 155,000		
Hilton Head Island Bridge Assoc.	Did not apply for 2022 ATAX Grant			\$ 15,000		
Hilton Head Island Land Trust	\$ 41,000	\$ 41,000	\$ 41,000	Did not apply for 2023 ATAX Grant		
HHI Rec Assoc. (Wingfest, Oyster & Jeep Fest)	\$ 35,000	\$ 35,000	\$ 35,000	\$ 60,000		
HHI St. Patrick's Day Parade	\$ 50,000	\$ 41,235	41,235	\$ 86,000		
HHI Wine and Food, Inc (Rhythm & Brews Fest)	Did not apply for 2022 ATAX Grant			\$ 25,000		
HHI Wine and Food, Inc. (Wine & Food Fest)	\$ 130,000	\$ 130,000	\$ 130,000	\$ 130,000		
HHI-Bluffton Chamber of Commerce VCB	\$ 480,000	\$ 530,000	\$ 530,000	\$ 710,000		
Hilton Head Symphony Orchestra	\$ 270,000	\$ 270,000	\$ 270,000	\$ 300,000		
Lean Ensemble Theatre	\$ 40,000	\$ 40,000	\$ 40,000	\$ 50,000		
Lowcountry Golf Course Owners Assoc.	\$ 100,000	\$ 50,000	\$ 50,000	\$ 50,000		
Long Cove Club	\$ 30,000	\$ 30,000	\$ 30,000	\$ 54,259		
Lowcountry Gullah	\$ 75,000	\$ 75,000	\$ 75,000	\$ 100,000		
Mitchelville Preservation Project	\$ 185,000	\$ 185,000	\$ 185,000	\$ 185,000		
Native Island Business & Community	\$ 205,000	\$ 205,000	\$ 205,000	\$ 235,000		
SC Lowcountry & Resort Isl Trsm Comm.	\$ 64,900	\$ -	\$ -	Did not apply for 2023 ATAX Grant		
Sea Pines Forest Preserve	\$ 35,000	\$ 35,000	\$ 35,000	Did not apply for 2023 ATAX Grant		
Sea Turtle Patrol HHI	\$ 47,900	\$ 47,900	\$ 47,900	\$ 64,500		
Shelter Cove Harbour Company	\$ 150,000	150,000	150,000	\$ 195,000		
TEDx Hilton Head	\$ 45,000	\$ 16,000	\$ 16,000	\$ 25,000		
The Boys & Girls Club of Hilton Head	\$ 30,000	30,000	30,000	\$ 35,000		
The Coastal Discovery Museum	\$ 325,000	\$ 325,000	\$ 325,000	\$ 325,000		
The Coastal Discovery Museum (Honey Horn)	Did not apply for 2022 ATAX Grant			\$ 695,350		
The First Tee of the Lowcountry	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000		
The Heritage Library	\$ 120,000	\$ 120,000	\$ 120,000	\$ 118,000		
The Outside Foundation	\$ 40,000	\$ 34,400	\$ 34,400	\$ 60,000		
The Sandbox	\$ 44,400	\$ 44,400	\$ 44,400	\$ 59,895		
World Affairs Council of HH	\$ 10,000	\$ 5,000	\$ 5,000	\$ 10,000		
Total	\$ 3,816,800	\$ 3,683,535	\$ 3,683,535	\$ 5,100,592	\$ -	\$ -