



Town of Hilton Head Island
Accommodations Tax Advisory Committee

Thursday, September 29, 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

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. Regular Meeting- August 11, 2022

6. 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 September 28, 2022. Comments submitted through the portal will be provided to the Accommodations Tax Advisory Committee and made part of the official record.

7. New Business

- a. Consideration of the Proposed Calendar Year 2023 Meeting Dates
- b. Consideration of the Proposed Dates and Times for Application Hearings
- c. Preliminary Review of the 2023 Accommodations Tax Grant Applications

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, August 11, 2022, at 9:00 a.m.

MEETING MINUTES

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

Absent from the Committee: None

Present from Town Council: None

Present from Town Staff: John Troyer, *Director of Finance*; Rene Phillips, *Web Administrator*; 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

Chairman Fluker ask for a motion to move agenda item 8: Chairman's Report to the beginning of the agenda. Mr. Berghausen moved to move the agenda item, Chairman's Report to the beginning of the agenda. Mr. Arnold seconded. By way of roll call, the motion was approved by vote of 7-0-0.

5. Chairmans Report

Chairman Fluker stated for those present in the audience that he understood that there could be some confusion regarding the changes made to the 2023 Accommodations Tax Grant Application. He assured all that there were no changes made to the process nor were any additional requirements needed. The intent was to understand how/if any of those applying for funding are currently collaborating with other community organizations. Other Committee members echoed Mr. Fluker's thoughts and welcomed those present to voice any comments should they have any. Mr. Berghausen, Committee Member, shared his process of evaluating applicants for funding based on the amount of funding requested versus the number of tourists served. He wants to be efficient with the limited funding that is available to award as over time that amount could be reduced.

6. Approval of Minutes

a. Accommodations Tax Advisory Committee Meeting July 7, 2022

Chairman Fluker asked for a motion to approve the meeting minutes from July 7, 2022. Mr. Berghausen moved to approve the meeting minutes with a correction of Deputy Town Manager Josh Gruber be added as swearing in officer. Mr. Arnold seconded. By way of roll call, the motion was approved by a vote of 7-0-0.

7. 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 was one comment that was submitted to the committee and made a part of the official record and 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.

8. New Business

a. Calendar Year 2022 Accommodations Tax Grant Application Workshop to discuss the Application procedure, expectations and to address Applicant questions and concerns.

James Fluker, Chairman, invited Cindaia Ervin, Finance Assistant for the Town, to walk workshop attendees through the 2023 Accommodations Tax Grant online application process. Ms. Ervin explained the application in detail including the update portion of the application regarding tourist and visitor calculations and she also highlighted common questions she has received from past years. She informed the applicants of helpful hints including not to "cut and paste" responses from Microsoft Word since doing so will add background data that can affect the over-all word count when answering questions. She also mentioned that when logging in with the organization's username and password, the application will pre-populate the 2023 application with information submitted for the 2022 application, including the budgets and financial statements, so that only the current years budgetary information will need to be uploaded. Ms. Ervin emphasized that if an applicant finds they have uploaded a document in error, or if technical assistance is needed, they should contact Rene Tuttle, Web Developer for help via phone or email. She also highlighted the rephrased question regarding collaborations of organizations. Members of the public, thanks to Mr. Fluker's discussion during his chairman's report did not have any additional comments or questions regarding that topic. Finally, she reminded the group that September 2nd at 4:00 pm is the absolute deadline for the 2023 Accommodations Tax Grant application submittals.

Ms. Ervin asked for any final questions regarding the application and process for those in attendance. Many attendees asked general questions regarding the hearing dates and the status of virtual meetings for the Town. Ms. Ervin stressed that all funds remaining for the 2022 grant cycle must be used by December 31, 2022. Mr. Fluker thanked Ms. Ervin for her presentation of the 2023 Accommodations Tax Grant Application and process and invited the workshop attendees to please contact Town Staff with additional questions or concerns should they have any during the process.

9. Adjournment

At 9:38 a.m. Mr. Fluker adjourned the meeting.

Submitted by: Cindaia Ervin, Secretary

Approved: _____

ACCOMMODATIONS TAX ADVISORY COMMITTEE 2023 SCHEDULE

Thursday	April 6	9:00 a.m. – DMO Budget & Marketing Plan Presentation	Council Chambers
Thursday	July 6	9:00 a.m. – Swearing in of members & Election of officers	Council Chambers
Monday	July 31	8:00 a.m. – Grant Application available for electronic filing	www.hiltonheadislandsc.gov
Thursday	August 10	9:00 a.m. – ATAX Applicant Workshop	Council Chambers
Friday	September 1	4:00 p.m. – Application Deadline	www.hiltonheadislandsc.gov
Thursday	September 28	9:00 a.m. – Preliminary Review of Applications	Council Chambers
Thursday	October 12	9:00 a.m. – 4:30 p.m. Applicant Hearings	Council Chambers
Thursday	October 19	9:00 a.m. – 4:30 p.m. Applicant Hearings	Council Chambers
Thursday	November 2	9:00 a.m. – Review and Recommendations	Council Chambers

Note: Town Council will meet to award the Accommodations Tax Grant, date TBD.

APPROVED: _____

	Thursday October 13, 2022		Thursday October 20, 2022
TIME	APPLICANT		APPLICANT
9:10-9:40	Hilton Head Island-Bluffton Chamber of Commerce		Hilton Head Symphony Orchestra
9:40-10:00	Hilton Head Concours d'Elegance		Arts Center of Coastal Carolina
10:00-10:20	Long Cove Club		The Boys & Girls Club of the Lowcountry
10:20-10:40	World Affairs Council of HHI		Hilton Head Island Recreation Association
10:40-11:00	BREAK		BREAK
11:00-11:20	Lowcountry Gullah		Lowcountry Golf Course Owners Association
11:20-11:40	Mitchelville Preservation Project		Hilton Head Wine & Food Inc
11:40-12:00	The Sandbox		The Coastal Discovery Museum
12:00-12:20	Lean Ensemble Theater		David M. Carmines Memorial Foundation
12:20-1:20	LUNCH		LUNCH
1:20-1:40	Hilton Head Island St. Patrick's Day Parade		Art League of Hilton Head
1:40-2:00	The First Tee of the Lowcountry		Hilton Head Choral Society
2:00-2:20	Gullah Museum of HHI		Hilton Head Dance Theater
2:20-2:30	BREAK		BREAK
2:30-2:50	The Heritage Library Foundation		TEDx Hilton Head
2:50-3:10	The Outside Foundation		Native Island Business Community Affairs Assoc.
3:10-3:30	Hilton Head Island Bridge Assoc.		Hilton Head Audubon Society
3:30-3:50	Hilton Head Island Airport		Sea Turtle Patrol Hilton Head Island
3:50-4:10			Shelter Cove Harbour Company
4:10-4:30			Harbour Town Merchants Association