



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

Thursday, November 7, 2019 at 9:00 am
 Benjamin M. Racusin Council Chambers

MEETING MINUTES

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

Present from Town Council: Tamara Becker

Present from Town Staff: John Troyer, *Director of Finance*; Jennifer McEwen, *Director of Cultural Affairs*; 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. Approval of Minutes:

Mr. Fluker moved to approve the minutes from the Accommodations Tax Advisory Committee meeting on November 7, 2019. Mr. Arnold seconded the motion and the motion passed with a vote of 7-0.

4. Unfinished Business- None

5. New Business:

a. Review & Recommendation for the 2020 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:

<i>Calendar Year 2020 Accommodations Tax Advisory Committee Recommendations</i>			
	2020 GRANTS		
	2020 Applicant Request	ATAC Recommendation	Town Council Award
12 Jewels of Life	54,000	-	
Art League of Hilton Head	65,000	65,000	
Arts Center of Coastal Carolina	406,000	395,000	
Community Foundation of the Lowcountry	Applicant withdrew from 2020 cycle		

David M. Carmines Memorial Fnd	138,000	115,000	
Gullah Museum of Hilton Head Island	60,000	55,000	
Harbour Town Merchants Assoc.	22,000	21,000	
Hilton Head Audubon Society	6,500	3,600	
Hilton Head Choral Society	43,000	40,000	
Hilton Head Concours d'Elegance	282,000	265,000	
Hilton Head Dance Theater	23,000	15,000	
Hilton Head Disc Golf	39,000	20,000	
Hilton Head Island Airport	180,000	90,000	
Hilton Head Island Bridge Assoc.	38,800	25,000	
Hilton Head Island Land Trust	23,000	15,000	
HHI Rec Association (Wingfest & Oyster Festival)	30,000	25,000	
HHI St. Patrick's Day Parade	25,000	22,000	
HHI Wine and Food, Inc.	130,000	120,000	
HHI-Bluffton Chamber of Commerce VCB	635,000	575,000	
Hilton Head Symphony Orchestra Operations	270,000	250,000	
Lean Ensemble Theatre	40,000	35,000	
Lowcountry Golf Course Owners Assoc.	50,000	50,000	
Lowcountry Gullah	50,000	-	
Main Street Youth Theater	20,000	17,000	
Mitchelville Preservation Project	185,000	185,000	
Native Island Business & Community	225,000	125,000	
Shelter Cove Harbour Company	88,700	80,000	
Skull Creek July 4th Celebration	26,900	21,000	
The Boys & Girls Club of Hilton Head	22,000	22,000	
The Coastal Discovery Museum Operations	310,000	297,500	
The Coastal Discovery Museum Lowcountry Fair	15,000	5,000	
The First Tee of the Lowcountry Operations	30,000	25,000	
The Heritage Library	120,000	115,000	
The Sandbox	54,500	54,500	
Town of Hilton Head Island Operations	1,427,664	1,389,941	
Total	5,135,064	4,538,541	-
Balance		-	

Brad Marra, Chairman stated that for he would like the Committee to review the applicant requests a minimum of two times to ensure that each is reviewed accurately and awarded appropriately. The Committee felt they had an obligation to 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. Brown made a motion to approve the recommendations as assigned and displayed on the projected spreadsheet (summarized in the table above). Mr. Fluker 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 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 Hilton Head Island-Bluffton Chamber of Commerce, Mr. Andrew Brown disclosed a potential conflict of interest and did not participate. The required disclosure forms are attached. During the discussion of The Coastal Discovery Museum and 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 Shelter Cover Harbour Company Mr. Steven Arnold disclosed a potential conflict of interest and did not participate. The required disclosure form is attached.

6. Adjournment:

Mr. Marra adjourned the meeting at 10:08 a.m.

Submitted by: Cindaia Ervin, Secretary

Approved: May 28, 2020

Brad Marra, Chairman