



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

Thursday, July 7, 2022, at 9:00 am

**MEETING MINUTES**

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

**Absent from the Committee:** None

**Present from Town Council:** Tom Lennox

**Present from Town Staff:** Josh Gruber, Deputy Town Manager; 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. Swearing in of Reappointed**

- a. Stephen Arnold

Deputy Town Manager, Josh Gruber, swore in reappointed committee member Stephen Arnold. He congratulated him on behalf of Town Council and thanked him for his important role he will continue to serve in the community.

**6. Special Orders**

- a. Election of Chairman and Vice-Chairman

Mr. Arnold made a motion to appoint James Fluker as Chairman. Mr. Berghausen seconded. After discussion by the Committee, by way of roll call, the motion was approved by a vote of 6-0-1.

Mr. Arnold made a motion to appoint Richard Thomas as Vice-Chairman. Mr. Berghausen seconded. After discussion by the Committee, by way of roll call, the motion was approved by a vote of 6-0-1.

## 7. Approval of Minutes

### a. Regular Meeting-April 7, 2022

Chairman Fluker asked for a motion to approve the meeting minutes of April 7, 2022. Mr. Arnold moved to approve the meeting minutes. Mrs. Johnson seconded. By way of roll call, the motion was approved by a vote of 6-0-1.

## 8. 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 no public comment; 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.

## 9. Unfinished Business- None

## 10. New Business:

### a. Discussion Regarding Potential Amendments to the Accommodations Tax Grant Application for 2023.

Committee Member, Richard Thomas, gave the public and fellow committee members a brief presentation regarding his thoughts of "Engaging and Aligning HHI's Cultural Heritage Tourism Community". He viewed changing the dynamics of tourism market, especially relative to cultural heritage tourism important. Mr. Thomas highlighted the range of History on Hilton Head Island starting from Pre-History to the Spanish-American War. With this presentation, he also emphasized immediate opportunities for the Town of Hilton Head Island, the drivers of competitiveness in cultural heritage tourism, and how cluster management plays a role today. Within this presentation Mr. Thomas spoke of increased collaboration of those applying for Accommodations Tax Grants. The Committee members spoke of their desire to hear of more collaborative efforts between the applicants. They felt that it could enhance the thoughts that Mr. Thomas provided to the committee which ultimately benefit those visiting Hilton Head.

The Committee later spoke of amendments to the draft application provided. Changes are highlighted below:

The Committee felt that removing the following to the "cover page" section would be an improvement:

- ~~All applicant presentations will be held in accordance with Town Council Emergency Ordinance regarding electronic meetings.~~

The Committee felt that adding the following to the “Guidelines for Applications for Accommodations Tax funds” section would be an improvement:

## **GUIDELINES FOR APPLICATIONS FOR ACCOMMODATIONS TAX FUNDS**

### **A. INTRODUCTION**

3. Applications must be filed by the publicly announced filing deadline, except the Committee may, for extraordinary reasons which prevent timely filing, extend the filing deadline.

The Committee felt that adding the following to the “Description of Operations” section would be an improvement:

6. If not covered elsewhere in the application, please describe measures the organization has already taken, is currently taking, and/or will be taking with other like tourism service providers to (a) explore opportunities for collaborative promotional or operational efforts to collectively enhance tourism, (b) better leverage spending to drive tourism, and/or (c) to provide a venue of service not otherwise available to tourists and visitors to the Town of Hilton Head Island. ~~If not covered elsewhere in the application, please describe (a) how the organization will collaborate with other organizations to enhance tourism efforts, and (b) provide a venue or separate not otherwise available to visitors to the Town of Hilton Head Island.~~

With those changes, Mr. Fluker charged Ms. Ervin to update the necessary information prior to the upcoming Accommodations Tax Grant Application becoming available online. Mr. Arnold made a motion to approve the improved application recommendations. Ms. Martin seconded the motion. By way of roll call, the motion was approved by a vote of 7-0-0.

### **7. Adjournment:**

Chairman Fluker adjourned the meeting at 10:04 a.m.

**Submitted by:** Cindaia Ervin, Secretary

**Approved:** August 11, 2022