



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

Thursday, April 7, 2022, at 9:00 a.m.

## **MEETING MINUTES**

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

**Absent from the Committee:** James Berghausen

**Present from Town Council:** None

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

**Present from the Media:** None

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### **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. Thomas seconded. By way of roll call, the motion was approved by a vote of 6-0-0.

### **5. Approval of Minutes**

- a. Accommodations Tax Advisory Committee Meeting, November 4, 2021

Chairman Fluker asked for a motion to approve the meeting minutes from November 4, 2021. Mr. Arnold moved to approve the meeting minutes as submitted. Mr. Thomas seconded. By way of roll call, the motion was approved by a vote of 6-0-0.

### **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 was no public comment; however, 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. Unfinished Business - None**

**8. New Business**

- a. Hearing regarding the Hilton Head Island-Bluffton Chamber of Commerce/Visitor & Convention Bureau’s proposed 2022-2023 Marketing Plan and Budget of Expenditures of the 30% Allocation of State Accommodations Tax Funds for the Advertising and Promotion of Tourism.

Ariana Pernice, VP of the HHIVCB, shared information with ATAC regarding the number of visitors to Hilton Head, website visits, social engagement, public relations ad equivalency and Hotel/Home & Villa statistics. The statics showed positive records for Hilton Head through their continuous strong marketing efforts. The vision of the DMO is to be a welcoming, world-class community embracing nature, culture and economic vibrancy for residents and visitors. The Hilton Head Island Visitor & Convention Bureau continues to design campaigns to reach Hilton Head’s target audience by continuous evolution to national and international markets. The mission of the Destination Marketing Organization is to stimulate the regional economy while enhancing the quality of life for all by maintaining a high standard of its vision and mission. The VCB begins by making the connection with visitors using the Destination Management Cycle; starting with a visit. The cycle is as follows, “if you build a place where people want to visit, you’ll build a place where people want to live; if you build a place where people want to live, you’ll build a place where people want to work; if you build a place where people want to work, you’ll build a place where business need to be; if you build a place where business needs to be, you’ll build a place where people have to be able to visit”. Mrs. Pernice stated that having a community that is built upon tourism it is imperative to ensure the destination for the next generation of residents, business owners and visitors. The fiscal year 2022-2023 DMO plan ladders into the organization’s three-year strategic plan and ultimately into the community centric ten-year DMO plan. Hilton Head Island residents continue to connect more deeply with our tourism marketing approach. With that transparency comes confidence in the efforts and opportunities to share and show their “pride of place”. Our destination is made up of numerous personal stories, stories that are shared across the different media platforms and support efforts of driving a deeper discovery and exploration of this destination.

2021 Year in Review:



## **Fiscal Year 2023 Goal, Strategies & Tactics:**

The overarching goal of the marketing strategy is to drive qualified visitation to the destination.

### **#1 Strategy & Tactics**

- Build Brand Awareness
  - Digital Display
  - Audio Advertising
  - Traditional Ad Placements (Print)

### **#2 Strategy & Tactics**

- Enhance Leisure & Group Business Through Qualified Leads
  - Email Marketing
  - Trade Marketing
  - Meetings & Groups Paid Digital Media

### **#3 Strategy & Tactics**

- Drive Deeper Discovery and Exploration of the Destination
  - Lead Generation Ads
  - Island Time Blog
  - Search Optimization

### **#4 Strategy & Tactics**

- Connect the Marketing Promise with the On-Island Experience
  - Resident Sentiment Survey
  - Visitor Satisfaction Survey
  - Brand Bootcamp

### **#5 Strategy & Tactics**

- Create An Understanding of and Respect For Our Delicate Ecosystem (Resident & Visitor)
  - Island Ecosystem Campaign
  - Conservation Initiatives including, but not limited to:
    - Environment & Natural Resources
    - Waterways
    - Sea Turtles
    - Dolphins
    - Piping Plovers

The Committee was impressed with the content of the 2022-2023 Marketing Plan & Budget. There was a general question and answer session between the Committee and Mrs. Pernice related to the presentation and the marketing plan of which the Committee collectively had feedback regarding lack of history promotion relating to Hilton Head Island. There has been focus on golf, beach, tennis, arts & culture, however, island history and island historic sites have not been highlighted as the others. The Committee remains encouraged with the Island's destination marketing efforts and applauds the HHIVCB's extensive tourism research and continuous forward thinking and planning. The Committee made a motion to recommend to Town Council that they approve the 2022-2023 Marketing Plan & Budget as presented. By way

of roll call, the motion was approved by a vote of 6-0-0. (For the record, Mr. Berghausen was absent from this meeting/vote).

## **9. Adjournment**

At 9:44 a.m. Mr. Fluker adjourned the meeting.

**Submitted by:** Cindaia Ervin, Secretary

**Approved:** July 7, 2022