



Town of Hilton Head Island
Accommodations Tax Advisory Committee

Monday, October 30, 2023 – 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, September 28, 2023

b. Accommodations Tax Advisory Committee, October 12, 2023

c. Accommodations Tax Advisory Committee, October 19, 2023

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. the day prior to the scheduled meeting. 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 2024 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, September 28, 2023, at 9:00 a.m.

MEETING MINUTES

Present from the Committee: Jim Fluker, *Chairman*; Stephen Arnold, *Vice-Chairman*; Cecile Eck, Margaret Johnson, John Farrell, and Martin Lesch

Absent from the Committee: Keith Schlegel

Present from Town Council: None

Present from Town Staff: John Troyer, *Director of Finance*; Shena Smith, *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 requested a motion to approve the agenda. Mr. Arnold moved to approve the agenda as submitted. Mrs. Johnson seconded. By way of roll call, the motion was approved by a vote of 6-0-0.

5. Approval of Minutes

- a. Regular Meeting – August 10, 2023

Chairman Fluker noted the misspelling of his last name on page 2, section 8. He requested a motion to approve the minutes with the correction. Mrs. Johnson moved to approve the agenda with the spelling correction and Mr. Lesch seconded. By way of roll call, the motion was approved by a vote of 5-0-1

- b. Training Workshop – August 17, 2023

Chairman Fluker noted the misspelling of his last name on page 2, section 8. He requested a motion to approve the minutes with the correction. Mr. Arnold moved to approve the agenda with the spelling correction and Mr. Lesch seconded. By way of roll call, the motion was approved by a vote of 6-0-0

6. Appearance by Citizens

Shena Smith, 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 adjourning the meeting, Mr. Skip Hoagland was not present.

7. New Business

a. Consideration of a Date Change for the November 2nd Review Meeting

After confirming a conflict with a committee member for the original meeting date, a preliminary email poll was completed to reflect all committee member's availability for a potential date change. Chairman Fluker requested a motion to change the November 2nd Review Meeting to Monday, October 30th for the same 9am time frame. Mr. Arnold moved to approve the rescheduled date and Mrs. Johnson seconded. By way of roll call, the motion was approved by a vote of 6-0-0.

b. Consideration of the Proposed Calendar Year 2024 Meeting Dates

Chairman Fluker requested a motion to approve the proposed calendar year 2024 meeting dates. Mr. Arnold moved to approve the meeting dates as submitted and Mr. Farrell seconded. By way of roll call, the motion was approved by a vote of 6-0-0.

c. Consideration of the Proposed Dates and Times for Application Hearings

Chairman Fluker suggested updating the presentation time slots from 20 minutes to 15 minutes to accommodate the large number of applicants this year. The Chairman made it clear that those presenters that took the originally allotted 20-minutes would not be penalized and could still do so if necessary. Chairman Fluker also directed that suggestion to applicants in the audience and asked if there were any present who might be concerned with shorter presentation times. Upon no responses from applicants in attendance, Chairman Fluker requested a motion to approve the newly proposed times for the applicant hearings. Mr. Arnold moved to approve the schedule with the adjusted time increments and Mrs. Johnson seconded. By way of roll call, the motion was approved by a vote of 6-0-0.

d. Preliminary Review of the 2024 Accommodations Tax Grant Applications

Committee Members questioned the total amount for the 2024 Accommodations Tax Grant. Mr. John Troyer, Finance Director, stated that while the Town does not have the actual number at this time, the projection is that it will not be quite as high as the past two years, but still comparable.

Members of the Committee thanked the applicants for submitting their submissions as well as providing them on time.

Mrs. Johnson noted that new applicants would benefit by reviewing the category terms prior to their presentations.

8. Chairman's Report - None

9. Adjournment

At 9:18 a.m. Mr. Fluker adjourned the meeting.

Submitted by: Shena Smith, Secretary

Approved:

DRAFT



Town of Hilton Head Island
Accommodations Tax Advisory Committee

Thursday, October 12, 2023, at 9:00 a.m.

MEETING MINUTES

Present from the Committee: Jim Fluker, *Chairman*; Cecile Eck, Margaret Johnson, John Farrell, Martin Lesch, and Keith Schlegel

Absent from the Committee: Stephen Arnold

Present from Town Council: None

Present from Town Staff: John Troyer, *Director of Finance*; Erica Madhere, *Budget Analyst*; and Shena Smith, *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 requested a motion to approve the agenda. Mrs. Johnson moved to approve the agenda as submitted and Mr. Lesch seconded. By show of hands, the motion was approved by a vote of 6-0-0.

5. Approval of Minutes-None

6. Appearance by Citizens

Shena Smith, 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 citizen who requested to speak in person.

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

7. Unfinished Business – None

8. New Business

Josh Gruber, Assistant Town Manager addressed applicants and committee members regarding the Housing Impact Analysis process and noted that the study would not be completed by December and therefore would not impact the 2024 Accommodations Tax Grant.

a. Hearing of Applicants

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

1. Habitat for Humanity of the Lowcountry
2. World Affairs Council of Hilton Head Island
3. Hilton Head Concours d'Elegance
4. Lowcountry Gullah
5. The Heritage Library Foundation
6. Mitchelville Preservation Project
7. The Sandbox
8. Long Cove Club
9. Hilton Head Island Airport

The Committee broke for lunch at 12:10 p.m. and resumed the meeting at 12:43 p.m. During the afternoon session, the following applicants made presentations to the Committee.

10. Hilton Head Symphony Orchestra
11. Lean Ensemble Theater
12. The Outside Foundation
13. Sea Pines Forest Preserve
14. Hilton Head MLK Committee for Justice
15. David M. Carmines Memorial Foundation
16. Hilton Head Island St. Patrick's Day Parade
17. Gullah Museum of Hilton Head Island
18. Paul Miller fund
19. University of South Carolina
20. Hilton Head Audubon Society

During the presentation of the Hilton Head MLK Committee for Justice, Mrs. Johnson disclosed a potential conflict of interest and did not participate. The required disclosure forms are on file.

9. Chairman's Report

After the presentations concluded, Chairman Fluker thanked everyone for taking the time to present to the committee and reminded everyone that the next meeting will be Thursday October 19th at 9:00 a.m.

10. Adjournment

At 3:28 p.m. Mr. Fluker adjourned the meeting.

Submitted by: Shena Smith, Secretary

Approved:



Town of Hilton Head Island
Accommodations Tax Advisory Committee

Thursday, October 19, 2023, at 9:00 a.m.

MEETING MINUTES

Present from the Committee: Jim Fluker, *Chairman*; Stephen Arnold, *Vice-Chairman*; Cecile Eck, Margaret Johnson, John Farrell, Martin Lesch, and Keith Schlegel

Absent from the Committee: None

Present from Town Council: None

Present from Town Staff: Erica Madhere, *Budget Analyst*; and Shena Smith, *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 requested a motion to approve the agenda. Mrs. Johnson moved to approve the agenda as submitted and Mr. Arnold seconded. By show of hands, the motion was approved by a vote of 7-0-0.

5. Approval of Minutes-None

6. Appearance by Citizens

Shena Smith, 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 one citizen requested to speak to the Committee in person.

Mr. Skip Hoagland addressed the committee.

7. Unfinished Business – None

8. New Business

- a. Hearing of Applicants

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

1. The Coastal Discovery Museum
2. Hilton Head Choral Society
3. Arts Center of Coastal Carolina
4. Hilton Head Dance Theatre
5. Hilton Head Wine & Food Inc.
6. Native Island Business Community Affairs Assoc.
7. Art League of Hilton Head
8. Sea Turtle Patrol Hilton Head Island
9. Gullah Roots Historical Foundation

The Committee broke for lunch at 12:45 p.m. and resumed the meeting at 1:23 p.m. During the afternoon session, the following applicants made presentations to the Committee.

10. Hilton Head Island Bridge Association
11. Hilton Head Island Recreation Association
12. TEDx Hilton Head
13. The Boys & Girls Club of Hilton Head Island
14. Palmetto Quilt Guild
15. Hilton Head Island Land Trust
16. The First Tee of the Lowcountry
17. Shelter Cove Harbour Company
18. Lowcountry Golf Course Owner's Association
19. Harbour Town 4th of July

During the presentation of the First Tee of the Lowcountry and 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.

9. Chairman's Report

Chairman Fluker reminded the audience that the next meeting for reviews and recommendations would be Monday, October 30th at 9:00 a.m.

10. Adjournment

At 3:55 p.m. Mr. Fluker adjourned the meeting.

Submitted by: Shena Smith, Secretary

Approved:

Calendar Year 2024 Accommodations Tax Advisory Grant Requests

	2023 GRANTS			2024 GRANTS		
	2023 Applicant Request	ATAC Recommendation	Town Council Award	2024 Applicant Request	ATAC Recommendation	Town Council Award
Art League of Hilton Head	\$75,000.00	\$75,000.00	\$75,000.00	\$75,000.00		
Arts Center of Coastal Carolina	\$420,000.00	\$420,000.00	\$420,000.00	\$430,000.00		
David M. Carmines Memorial Fnd	\$181,000.00	\$181,000.00	\$181,000.00	\$181,000.00		
Gullah Museum of Hilton Head Island	\$150,000.00	\$139,700.00	\$139,700.00	\$150,000.00		
Gullah Roots Historical Foundation	Did not apply for 2023 Tax Grant			\$200,000.00		
Habitat for Humanity of the Lowcountry	Did not apply for 2023 Tax Grant			\$150,000.00		
Harbour Town Merchants 4th of July	\$29,000.00	\$29,000.00	\$29,000.00	\$29,000.00		
Hilton Head Audubon Society	\$17,588.00	\$17,588.00	\$17,588.00	\$20,100.00		
Hilton Head Choral Society	\$40,000.00	\$10,000.00	\$10,000.00	\$15,000.00		
Hilton Head Concouss d'Elegance	\$385,000.00	\$385,000.00	\$385,000.00	\$362,000.00		
Hilton Head Dance Theatre	\$20,000.00	\$20,000.00	\$20,000.00	\$20,000.00		
Hilton Head Island Airport	\$155,000.00	\$155,000.00	\$155,000.00	\$150,000.00		
Hilton Head Island Bridge Association	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00		
Hilton Head Island Land Trust	Did not apply for 2023 Tax Grant			\$37,300.00		
Hilton Head Island Rec Association	\$60,000.00	\$60,000.00	\$60,000.00	\$60,000.00		
# HHI St. Patrick's Day Parade	\$86,000.00	\$71,704.00	\$71,704.00	\$86,000.00		
HH MLK Committee for Justice	Did not apply for 2023 Tax Grant			\$5,000.00		
Hilton Head Symphony Orchestra	\$300,000.00	\$300,000.00	\$300,000.00	\$330,000.00		
Lean Ensemble Theatre	\$50,000.00	\$50,000.00	\$50,000.00	\$50,000.00		
LGCOA Lowcountry Golf Course	\$50,000.00	\$50,000.00	\$50,000.00	\$100,000.00		
Long Cove Club - Darius Rucker	\$54,259.00	\$51,442.00	\$51,442.00	\$59,240.00		
Lowcountry Gullah	\$100,000.00	\$95,889.00	\$95,889.00	\$100,000.00		
Mitchelville Preservation Project	\$185,000.00	\$185,000.00	\$185,000.00	\$190,000.00		
Native Island Bus. & Community Affairs	\$235,000.00	\$235,000.00	\$235,000.00	\$225,000.00		
Palmetto Quilt Guild	Did not apply for 2023 Tax Grant			\$7,500.00		
Paul Miller Fund	Did not apply for 2023 Tax Grant			\$50,000.00		
Sea Pines Forest Preserve Foundation	Did not apply for 2023 Tax Grant			\$40,000.00		
Sea Turtle Patrol HHI	\$64,500.00	\$64,500.00	\$64,500.00	\$70,000.00		
Shelter Cove Harbour Company	\$195,000.00	\$195,000.00	\$195,000.00	\$244,600.00		
TEDx Hilton Head	\$25,000.00	\$25,000.00	\$25,000.00	\$45,000.00		
The Boys & Girls Club of Hilton Head	\$35,000.00	\$35,000.00	\$35,000.00	\$40,000.00		
The Coastal Discovery Museum	\$325,000.00	\$325,000.00	\$325,000.00	\$375,000.00		
The Coastal Discovery Museum (Honey Horn)	\$695,350.00	\$695,350.00	\$695,350.00	\$300,000.00		
The First Tee of the Lowcountry	\$40,000.00	\$40,000.00	\$40,000.00	\$40,000.00		
The Heritage Library	\$118,000.00	\$118,000.00	\$118,000.00	\$135,000.00		
The Outside Foundation	\$60,000.00	\$59,480.00	\$59,480.00	\$72,000.00		
The Sandbox	\$59,895.00	\$59,895.00	\$59,895.00	\$60,765.00		
University of South Carolina	Did not apply for 2023 Tax Grant			\$83,188.00		
Wine & Food Inc. (Rhythm & Brews)	\$25,000.00	\$25,000.00	\$25,000.00	\$30,000.00		
Wine & Food Inc. (Wine & Food Fest)	\$130,000.00	\$130,000.00	\$130,000.00	\$130,000.00		
World Affairs Council of HH	\$10,000.00	\$5,000.00	\$5,000.00	\$5,000.00		
Total	\$ 4,315,592	\$ 4,248,548	\$ 4,248,548	\$ 4,767,693	\$ -	\$ -