



Town of Hilton Head Island
Accommodations Tax Advisory Committee

Thursday, November 4, 2021, at 9:00 a.m.

MEETING MINUTES

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

Absent from the Committee: None

Present from Town Council: Glenn Stanford

Present from Town Staff: 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. Vice Chairman Arnold asked for a motion to approve the agenda. Mrs. Johnson 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. Approval of Minutes

- a. Accommodations Tax Advisory Committee Meeting, September 30, 2021

Chairman Fluker asked for a motion to approve the meeting minutes from September 30, 2021. Mr. Arnold moved to approve the meeting minutes as submitted. Mr. Berghausen seconded. By way of roll call, the motion was approved by a vote of 7-0-0.

- b. Accommodations Tax Advisory Committee Meeting, October 14, 2021

Chairman Fluker asked for a motion to approve the meeting minutes from October 14, 2021. Mr. Arnold moved to approve the meeting minutes as submitted. Mr. Berghausen seconded. By way of roll call, the motion was approved by a vote of 6-0-1.

- c. Accommodations Tax Advisory Committee Meeting, October 21, 2021

Chairman Fluker asked for a motion to approve the meeting minutes from October 21, 2021. The Committee Secretary informed the Committee of a spelling error found and that the presented minutes reflect the correction. Mr. Arnold moved to approve the amended meeting minutes as submitted. Mr. Berghausen seconded. By way of roll call, the motion was approved by a vote of 6-0-1.

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. Review & Recommendation for the 2022 Accommodations Tax Grants.

John Troyer, Director of Finance, discussed with the Committee that the State is behind on providing financial information of the funds to be received by the Town for the fourth quarter. Typically, this information has been received by the end of October, however, the State is delayed due to gathering information for the 2020 Census. Mr. Troyer confidently stated to the Committee that there would be ample funding should the Committee decide to fully fund each applicant that applied. Mr. Fluker, Chairman, spoke with the Committee regarding the process of funding for organizations that applied for funding. He stated that he wanted to proceed with all timely filed applicants first, then to proceed with the applicant that did not have a timely filing. He and others of the Committee agreed that this was a fair way to make a sound decision and recommendation with the Tourism Review Expenditure Committee guidelines in mind.

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:

Calendar Year 2022 Accommodations Tax Advisory Grant Requests						
	2021 Out-of-Cycle GRANTS			2022 GRANTS		
	2021	ATAC	Town	2022	ATAC	Town
	Out-of-Cycle	Recom-	Council	Applicant	Recom-	Council
	Request	mendation	Award	Request	mendaion	Award
12 Jewels of Life				\$ 20,000	\$ -	\$ -
Art League of Hilton Head				\$ 95,000	\$ 95,000	\$ 95,000
Arts Center of Coastal Carolina				\$ 405,000	\$ 405,000	\$ 405,000
David M. Carmines Memorial Fnd				\$ 19,600	\$ 19,600	\$ 19,600
Gullah Museum of Hilton Head Island				\$ 125,000	\$ 125,000	\$ 125,000
Harbour Town Merchants Assoc.				\$ 23,000	\$ 23,000	\$ 23,000
Hilton Head Choral Society				\$ 50,000	\$ 50,000	\$ 50,000
Hilton Head Concours d'Elegance				\$ 307,000	\$ 307,000	\$ 307,000
Hilton Head Dance Theater				\$ 19,000	\$ 19,000	\$ 19,000

Hilton Head Island Airport				\$ 160,000	\$ 160,000	\$ 160,000
Hilton Head Island Land Trust				\$ 41,000	\$ 41,000	\$ 41,000
HHI Rec Association (Wingfest & Oyster Fest)				\$ 35,000	\$ 35,000	\$ 35,000
HHI St. Patrick's Day Parade				\$ 50,000	\$ 41,235	\$ 41,235
HHI Wine and Food, Inc.				\$ 130,000	\$ 130,000	\$ 130,000
HHI-Bluffton Chamber of Commerce VCB				\$ 480,000	\$ 530,000	\$ 530,000
Hilton Head Symphony Orchestra-Operations	\$ 30,000	\$ 29,813	\$ 29,813	\$ 270,000	\$ 270,000	\$ 270,000
Lean Ensemble Theatre	\$ 25,000	\$ 25,000	\$ 25,000	\$ 40,000	\$ 40,000	\$ 40,000
Lowcountry Golf Course Owners Assoc.				\$ 100,000	\$ 50,000	\$ 50,000
Long Cove Club				\$ 30,000	\$ 30,000	\$ 30,000
Lowcountry Gullah				\$ 75,000	\$ 75,000	\$ 75,000
Main Street Youth Theater				Did not apply for 2022 ATAX Grant		
Mitchelville Preservation Project				\$ 185,000	\$ 185,000	\$ 185,000
Native Island Business & Community Operation R & R				\$ 205,000	\$ 205,000	\$ 205,000
Palmetto Quilt Guild (<i>New Application</i>)	\$ 4,110	\$ 4,110	\$ 4,110	Did not apply for 2022 ATAX Grant		
SC Lowcountry & Resort Isl Trsm Comm.				\$ 64,900	\$ -	\$ -
Sea Pines Forest Preserve				\$ 35,000	\$ 35,000	\$ 35,000
Sea Turtle Patrol HHI	\$ 37,648	\$ 26,988	\$ 26,988	\$ 47,900	\$ 47,900	\$ 47,900
Shelter Cove Harbour Company				\$ 150,000	150,000	150,000
Skull Creek July 4th Celebration				Did not apply for 2022 ATAX Grant		
TEDxHilton Head				\$ 45,000	\$ 16,000	\$ 16,000
The Boys & Girls Club of Hilton Head				\$ 30,000	30,000	30,000
The Coastal Discovery Museum-Operations	\$ 64,319	\$ 64,319	\$ 64,319	\$ 325,000	\$ 325,000	\$ 325,000
The Coastal Discovery Museum-CIP				Did not apply for 2022 ATAX Grant		
The Children's Center (<i>New Application</i>)	\$ 30,000	\$ -	\$ -	Did not apply for 2022 ATAX Grant		
The First Tee of the Lowcountry- Operations	\$ 30,000	\$ 30,000	\$ 30,000	\$ 40,000	\$ 40,000	\$ 40,000
The Heritage Library				\$ 120,000	\$ 120,000	\$ 120,000
The Outside Foundation	\$ 20,000	\$ 20,000	\$ 20,000	\$ 40,000	\$ 34,400	\$ 34,400
The Sandbox	\$ 143,202	\$ 135,000	\$ 135,000	\$ 44,400	\$ 44,400	\$ 44,400
Town of Hilton Head Island-Operations				Did not apply for 2022 ATAX Grant		
World Affairs Council of HH				\$ 10,000	\$ 5,000	\$ 5,000
Total	\$ 384,279	\$ 335,230	\$ 335,230	\$ 3,816,800	\$ 3,683,535	\$ 3,683,535

Mr. Arnold made a motion to approve the recommendations as assigned and displayed on the projected spreadsheet (summarized in the table above). Mr. Berghausen 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 presentation of the First Tee of the Lowcountry, Mr. Farrell disclosed a potential conflict of interest and did not participate. When The Heritage Library presented, Mr. Thomas disclosed a potential conflict of interest and did not participate. The required disclosure forms are on file.

Mr. Fluker and Mr. Arnold thanked all applicants who applied for 2022 grant funding. They also thanked their fellow Committee Members for having done a great job during the deliberation and putting the organizations first. All are looking forward to the coming Accommodations Tax Grant season and returning to in person meetings at the Town.

9. Adjournment

At 12:34 p.m. Mr. Fluker adjourned the meeting.

Submitted by: Cindaia Ervin, Secretary

Approved: April 7, 2022