



Town of Hilton Head Island
Accommodations Tax Advisory Committee
Thursday, October 30, 2023, at 9:00 a.m.
MEETING MINUTES

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

Absent from the Committee: None

Present from Town Council: Steve Alfred and Patsy Brison

Present from Town Staff: Josh Gruber, *Deputy Town Manager*; Jeff Herriman, *Interim Finance Director*; 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 asked for a motion to approve the agenda. Mr. Arnold moved to approve the agenda as submitted. Mrs. Johnson seconded. By show of hands, the motion was approved by a vote of 7-0-0.

5. Approval of Minutes

- a. Accommodations Tax Advisory Committee Meeting, September 28, 2023

Chairman Fluker asked for a motion to approve the meeting minutes from September 28, 2023. Mrs. Johnson moved to approve the meeting minutes as submitted. Mr. Arnold seconded. By show of hands, the motion was approved by a vote of 7-0-0.

- b. Accommodations Tax Advisory Committee Meeting, October 12, 2023

Chairman Fluker asked for a motion to approve the meeting minutes from October 12, 2023. Mr. Schlegel moved to approve the meeting minutes as submitted. Mr. Lesch seconded. By way show of hands, the motion was approved by a vote of 6-0-1 with Mr. Arnold abstaining.

- c. Accommodations Tax Advisory Committee Meeting, October 19, 2023

Chairman Fluker asked for a motion to approve the meeting minutes from October 19, 2023. Mr. Arnold moved to approve the meeting minutes as submitted. Mr. Schlegel seconded. By show of hands, the motion was approved by a vote of 7-0-0.

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 was no public comment and no citizens signed up to speak.

7. Unfinished Business - None

8. New Business

- a. Review & Recommendation for the 2024 Accommodations Tax Grants.

Jeff Herriman, Interim Finance Director, displayed a spreadsheet listing all applicants along with the amount each applicant requested. Mr. Fluker, Chairman, spoke with the Committee regarding the process of funding for organizations that applied and how best to navigate the list for awarding each amount.

Committee members made their way through the list alphabetically and discussed each individual application. Ultimately, the Accommodations Tax Advisory Committee decided upon the following recommendations:

Town of Hilton Head Island			
Accomodations Tax Grants 2024 Requests and Recommendations			
Grantee Agency	2024 GRANTS		
	2024 Applicant Request	ATAC Recom-mendation	Town Council Award
Art League of Hilton Head	75,000	75,000	
Arts Center of Coastal Carolina	430,000	430,000	
David M. Carmines Memorial Foundation	181,000	181,000	
Gullah Museum of Hilton Head Island	150,000	150,000	
Gullah Roots Historical Foundation	200,000	-	
Habitat for Humanity of the Lowcountry	150,000	-	
Harbour Town Merchants Association	29,000	29,000	
HHI Audubon Society	20,100	20,100	
HHI Choral Society	15,000	15,000	
HHI Concours d'Elegance	362,000	362,000	
HHI Dance Theater	20,000	20,000	
Hilton Head Island Airport	150,000	150,000	
Hilton Head Island Bridge Association	15,000	15,000	
Hilton Head Island Land Trust	37,300	36,632	
HHI Rec Assoc.(Wingfest & Other Festivals)	60,000	60,000	
HHI St. Patrick’s Day Parade	86,000	74,065	
HH MLK Committee for Justice	5,000	4,513	
HHI Wine & Food, Inc (Rhythm and Brews)	30,000	30,000	
HHI Wine and Food Fest)	130,000	130,000	
HHI Symphony Orchestra	330,000	330,000	

Lean Ensemble Theatre	50,000	50,000	50,000
Lowcountry Golf Course Owners Assoc.	100,000	100,000	100,000
Long Cove Club	59,240	56,653	56,653
Lowcountry Gullah	100,000	100,000	100,000
Mitchelville Preservation Project	190,000	190,000	190,000
Native Island Business & Community	225,000	225,000	225,000
Palmetto Quilt Guild	7,500	7,500	7,500
Paul Miller Fund	50,000	16,500	16,500
Sea Pines Forest Preserve	40,000	40,000	40,000
Sea Turtle Patrol HHI	70,000	55,040	70,000
Shelter Cove Harbour Company	244,600	244,600	244,600
TEDx Hilton Head	45,000	45,000	45,000
The Boys & Girls Club of Hilton Head	40,000	40,000	40,000
The Coastal Discovery Museum	375,000	375,000	375,000
Coastal Disc. Museum(Honey Horn)	300,000	300,000	300,000
The First Tee of the Lowcountry	40,000	40,000	40,000
The Heritage Library	135,000	135,000	135,000
The Outside Foundation	72,000	72,000	72,000
The Sandbox	60,765	60,765	60,765
University of South Carolina	83,188	2,000	2,000
World Affairs Council of HHI	5,000	-	-
Subtotal	4,767,693	4,267,368	4,282,328
Total Grants	4,767,693	4,267,368	4,282,328

Mr. Schlegel made a motion to approve the recommendations as assigned and displayed on the projected spreadsheet (summarized in the table above). Mr. Arnold seconded the motion. All Committee members voted unanimously to approve with the final vote of 7-0-0, (except for individual line items where individual committee members recused themselves. *

*During the presentation of the Lowcountry Golf Course Owners Association and First Tee of the Lowcountry, Mr. Farrell disclosed a potential conflict of interest and did not participate. During the Hilton Head MLK Committee for Justice presentation, Mrs. Johnson recused herself for a potential conflict of interest and did not participate. The required disclosure forms are on file.

9. Chairmans's Report

Mr. Fluker thanked members of the committee and the hours put in to review all the applications. There is a lot of consideration that goes into the process of reviewing requests in addition to the time spent on each of the applicant's documents.

10. Adjournment

At 10:36 a.m. Mr. Fluker adjourned the meeting.

Submitted by: Shena Smith, Secretary

Approved: Approved April 4, 2024

DRAFT