



# The Town of Hilton Head Island Accommodations Tax Advisory Committee Regular Meeting

Tuesday, November 29, 2011  
9:00 a.m. – Benjamin M. Racusin Council Chambers

## AGENDA

As a Courtesy to Others Please Turn Off All Cell Phones and Pagers during the Meeting

1. **Call to Order**
2. **Freedom of Information Act 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. **Approval of Minutes**
  - a. Regular Accommodations Tax Advisory Committee Meeting of October 18, 2011
4. **Chairman’s Report**
5. **Unfinished Business**  
None
6. **New Business**
  - a. Hearing of Applicants

	Tuesday November 29, 2011
TIME	APPLICANT
9:00-9:20	Art League of Hilton Head Island
9:20-9:40	Hilton Head Hospitality Association
9:40-10:00	Beaufort County Black Chamber of Commerce
10:00-10:20	BREAK
10:20-11:00	Town of Hilton Head Island
11:00-11:20	Hilton Head Island Airport
11:20-11:40	Hilton Head Audubon Society
11:40-12:00	HH St. Patrick’s Day Parade
12:00-1:30	LUNCH
1:30-1:50	Hilton Head Symphony Orchestra

<b>1:50-2:10</b>	<b>Hilton Head Choral Society</b>
<b>2:10-2:30</b>	<b>SC Lowcountry &amp; Resort Islands Tourism Commission</b>
<b>2:30-2:50</b>	<b>Main Street Youth Theater</b>
<b>2:50-3:10</b>	<b>BREAK</b>
<b>3:10-3:30</b>	<b>Native Island Business &amp; Comm. Affairs Association</b>
<b>3:30-4:00</b>	<b>Coastal Discovery Museum</b>

**7. Adjournment**

**Please note that a quorum of Town Council may result if four (4) or more of Town Council members attend this meeting.**

**TOWN OF HILTON HEAD ISLAND  
ACCOMMODATIONS TAX ADVISORY COMMITTEE**

**Date:** October 18, 2011 **Time:** 9:00 a.m.  
**Members Present:** Bret Martin; *Chairman*, Willis O. Shay; *Vice-Chairman*, John Munro, Frank Soule, Robert Stenhammer, Trish Heichel  
**Members Absent:** John Diamond  
**Staff Present:** Brian Hulbert; *Staff Attorney*, Debra Cyrilla; *ATAC Secretary*  
**Others Present:** Representatives from many of the Accommodations Tax Grant applicants  
**Media:** Tom Barton, *The Island Packet*

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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. Approval of Minutes:**

Mr. Shay moved to approve the Minutes of July 22, 2011. Ms. Heichel seconded the motion. The Motion passed unanimously. (6-0)

**4. Chairman's Report:**

Mr. Martin briefed the Committee on a discussion that he had with some members of Town Council. Mr. Martin plans to meet with Dr. John Salazar of the University of South Carolina Beaufort to see if he could develop a statistical analysis of the effect ATAX Grant applicants have on tourism. Mr. Martin would like to see consistency in the way the committee approaches that statistical information and hopes to gain guidance and possibly some assistance for applicants in collecting that data. There will be more information to share regarding this subject after an initial meeting with Dr. Salazar.

**5. Unfinished Business:** None

**6. New Business:**

**a. Preliminary Review of Applications:**

Mr. Shay made a comment that he is not urging the committee to reject any applications, however he suggests that at the hearings there should be questions concerning a few applicants. He has some questions regarding the application from the Beaufort County Black Chamber of Commerce. He reminded the Committee that under the bed tax law, a grant may not be made

to an applicant for monies that would not be spent primarily on Hilton Head Island and that a closer look would be necessary to determine if the BCBC is in compliance.

Mr. Shay has also questioned the application from the Hilton Head Airport. He suggested that the Committee look closely at the law regarding this application since the Airport is a County supported agency.

**b. Review individual dates and times for Applicant Hearings:**

Mr. Soule suggested changing hearing times for new applicants to earlier in the day when the Committee is fresh, shortening the times from 20 minutes to 10 minutes for the fireworks applicants and changing the amount of time allotted to the Town of Hilton Head Island and the Chamber of Commerce from 30 minutes to 40 minutes.

Ms. Heichel made a motion to accept the changes in the schedule. Mr. Soule seconded the motion. The motion passed unanimously. (6-0)

**c. Approval of 2012 Proposed Meeting Dates:**

Mr. Soule suggested changing the April 10, 2012 meeting because the Heritage Golf Tournament is also scheduled for that week. After some discussion, Ms. Heichel made a motion to change the date to Wednesday, April 18, 2012. Mr. Soule seconded the motion. The motion passed unanimously. (6-0)

**7. Adjournment:**

Ms. Heichel moved to adjourn the meeting. Mr. Soule seconded the Motion. The meeting was adjourned at 9:23 a.m.

**Approved:**

**Respectfully submitted:**

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**Bret Martin, Chairman**

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**Debra Cyrilla, Secretary**

# 2012 Application Year Atax Grant Requests and Recommendations

October 21, 2011

Organization Name	Activity Name	2012 Requests	2013 Requests	Committee Recommendation	Town Council Approved
Art League of Hilton Head	Visual Arts Enhance Tourism	79,300	0	0	0
Arts Center of Coastal Carolina	Tourism Operations Support for the Arts Center of Coastal Carolina	0	387,000	0	0
Beaufort County Black Chamber of Commerce	ATAX application	22,000	0	0	0
Harbour Town Merchants Association	Harbour Town 4th of July Fireworks	12,500	0	0	0
Hilton Head Audubon Society	ATAX Grant Proposal	12,825	0	0	0
Hilton Head Choral Society	Hilton Head Choral Society Performance Season	25,000	0	0	0
Hilton Head Concours d'Elegance, Inc	Hilton Head Concours d'Elegance & Motoring Festival	110,000	0	0	0
Hilton Head Dance Theatre	Hilton Head Dance Theatre Performance Season	25,966	0	0	0
Hilton Head Hospitality Association	Deliberate Culinary Tourist Promotion	70,400	0	0	0
Hilton Head Island Airport	Hilton Head Island Airport	115,237	0	0	0
Hilton Head Island St. Patrick's Day Parade	Hilton Head Island St. Patrick's Day Parade	17,500	0	0	0
Hilton Head Island-Bluffton Chamber of Commerce	Hilton Head Island Culinary, Cultural and Golf Marketing 2012	358,000	0	0	0

Organization Name	Activity Name	2012 Requests	2013 Requests	Committee Recommendation	Town Council Approved
Hilton Head Symphony Orchestra, Inc	HHSO Special Request 2012	41,700	0	0	0
Main Street Youth Theater	Main Street Youth Theater	60,000	0	0	0
Mitchelville Preservation Project	2012 Accommodations Tax Grant Application	100,000	0	0	0
Native Island Business and Community Affairs Assoc, Inc	Hilton Head Island Gullah Celebration	0	150,000	0	0
SC Lowcountry & Resort Islands Tourism Commission	SC Lowcountry & Resort Islands Tourism Commission	35,000	0	0	0
Shelter Cove Harbour Company	4th of July at Shelter Cove Harbour	18,600	0	0	0
Skull Creek July 4th Celebration, Inc	Skull Creek July 4th Celebration	6,650	0	0	0
South Carolina Repertory Company	General Operating support for South Carolina Repertory Company	35,000	0	0	0
The Coastal Discovery Museum	Cultural and Eco-Tourism Programs	180,000	0	0	0
The Heritage Library Foundation	The Heritage Library	32,000	0	0	0
The Sandbox	Increasing Tourism through the Expansion of Young Minds	70,300	0	0	0
Town of Hilton Head Island	Municipal Town Operations - Tourism Support	0	1,103,876	0	0
		<b>1,427,978</b>	<b>1,640,876</b>	<b>0.00</b>	<b>0.00</b>