



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

**Thursday, November 13, 2014
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 November 6, 2014
- 4. Chairman's Report**
- 5. Unfinished Business**
None
- 6. New Business**
 - a. Review applications and determine final recommendations for the 2015 Accommodations Tax Grants
- 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: November 6, 2014 **Time:** 9:00 a.m.

Members Present: Mike Alsko, *Chairman*; Rob Bender, *Vice-Chairman*; Trish Heichel, Stewart Brown, Bob Spear, Charlie Miner

Members Absent: Brad Marra

Council Present: Lee Edwards

Staff Present: Susan Simmons, *Director of Finance*; Brian Hulbert, *Staff Attorney*; Marcy Benson, *Senior Grants Administrator*; Erica Madhere, *Finance Assistant*

Others Present: Various representatives from organizations that applied for ATAX Grants, members of the public

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. Approval of Minutes:

Mr. Brown moved to approve the Minutes of October 30, 2014. Ms. Heichel seconded the motion. The Motion passed with a vote of 6-0.

4. Chairman's Report:

None

5. Unfinished Business:

a. Finalize date for Review and Recommendation Meeting

The Committee discussed potentially rescheduling the November 13, 2014 Review and Recommendation meeting due to the fact that Mr. Miner has a conflict and will not be able to attend. The Committee decided not to make a scheduling change, however, because there was not a date available that all Committee Members would be able to attend.

6. New Business:

a. Hearing of applicants

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

1. The Heritage Library Foundation
2. The Heritage Library Foundation & Coastal Discovery Museum (Speaker Series)
3. The Coastal Discovery Museum & Heritage Library Foundation (History Day)
4. The Coastal Discovery Museum (ARKHAIOS Heritage & Archaeology Film Fest)

5. The Coastal Discovery Museum (Cultural & Eco-Tourism Programs)
6. The Hilton Head Island Visitors & Convention Bureau
7. Mitchelville Preservation Project
8. Main Street Youth Theatre

The Committee broke for lunch at 1:00 p.m. and resumed the meeting at 1:30 p.m. with presentations from the following organizations.

9. Hilton Head Island Wine & Food Festival
10. Hilton Head Concours d'Elegance and Motoring Festival
11. Town of Hilton Head Island
12. Hilton Head Recreation Association
13. Shelter Cove Harbour Company Harbourfest and 4th of July Fireworks
14. David M. Carmines Memorial Foundation
15. Skull Creek 4th of July Celebration
16. Harbour Town Merchants Assoc.: 4th of July Celebration

During the presentation by the Hilton Head Island Wine & Food Festival, Mr. Bender disclosed a potential conflict of interest and did not participate. The required disclosure form is attached.

Mr. Brown disclosed a potential conflict of interest during the presentation by the Hilton Head Island Concours d'Elegance and Motoring Festival and did not participate. The required disclosure form is attached.

During the presentation by the Harbour Town Merchants Association, Mr. Bender disclosed a potential conflict of interest and did not participate. The required disclosure form is attached.

7. Adjournment:

Mr. Brown moved to adjourn the meeting. Ms. Heichel seconded the Motion. The motion passed unanimously and the meeting was adjourned at 3:48 p.m.

Approved:

Respectfully submitted:

Mike Alsko, Chairman

Erica Madhere, Secretary

Calendar Year 2015 Accommodations Tax Advisory Committee Recommendations

	2013				2014				2015 NON-RECURRING					2015 STANDARD GRANT CYCLE				
	Town Council Award - inc. Fwd-Fd Grants	2014 Applicant Request	ATAC Recommendation	Specific from Non-Recurring	Town Council Award	Specific from Non-Recurring	ATAC Recommended Restrictions	Town Council Additional Restrictions	2015 Applicant Request	ATAC Recommendation	ATAC Restrictions	Town Council Award	TC Add'l Restrictions	2015 Applicant Request	ATAC Recommendation	ATAC Restrictions	Town Council Award	TC Add'l Restrictions
Art League of Hilton Head	40,000	72,500	45,000		45,000		all advertising	11,301	2,750				85,000					
Arts Center of Coastal Carolina	366,993	378,000	365,000		365,000		94.5k adv	-	-				384,000					
Arts Center of Coastal Carolina - Capital Improvement	N/A	86,000	86,000	86,000	86,000	86,000	non-recurring	260,850	124,432		260,850		N/A					
Beaufort County Black Chamber of Commerce	0	25,000	-		-		hold \$ pendng study	-	-				55,000					
Beaufort County Government (Hilton Head Air Day)	N/A	10,000	-		-			-	-				WITHDREW APPLICATION					
Center for Service Leadership	N/A	25,000	-		-			-	-				N/A					
David M. Carmines Memorial Foundation	0	10,000	2,500		4,000		all advertising	-	-				10,000					
Experience Green	N/A	8,000	-		-			-	-				N/A					
Gullah Museum of Hilton Head Island	N/A	N/A											50,000					
Harbour Town Merchants Assoc.	8,000	18,000	9,000		9,000			-	-				18,000					
Hilton Head Choral Society	12,000	28,000	15,000		18,000		\$3.8k for prof org; suggest but not require	4,790	4,790				30,000					
Hilton Head Concours d'Elegance	115,000	134,000	134,000		134,000		all advertising	85,000	85,000		85,000		160,000					
Hilton Head Dance Theater	12,000	15,392	12,000		12,000		all advertising	-	-				16,000					
HHI Audubon Society	N/A	N/A					N/A	30,000	-				50,000					
HHI Institute	25,000	150,000	-		-			-	-				N/A					
HHI Land Trust	N/A							15,000	15,000				N/A					
HHI Recreation Association	N/A												10,000					
HHI St. Patrick's Day Parade	8,000	16,000	12,000		12,000			-	-				16,000					
HHI Wine and Food, Inc.	40,000	100,350	100,350		100,350			25,000	-				147,500					
Hilton Head Island-Bluffton Chamber of Commerce VCB	250,000	375,000	330,000		330,000		all adv excludes meeting planner	340,000	-		100,000		400,000					
Hilton Head Symphony Orchestra	175,000	200,000	175,000		200,000		\$120k adv	WITHDREW APP	-				215,000					
Hilton Head Symphony Orchestra-Hilton Head Choral Society Joint	N/A							30,200	12,000	TERC Opn			N/A					
Hilton Head Island Visitors and Convention Bureau	N/A							250,000	-				325,000					
Italian American Club of Hilton Head	0	64,200	5,000		5,000		all advertising	-	-				N/A					
Lowcountry Golf Course Owners Association	50,000	50,000	50,000		50,000		all advertising	42,510.26	42,510				N/A					
Main Street Youth Theater	12,000	50,000	5,000		12,000		all advertising	-	-				25,000					
Mitchelville Preservation Project	15,000	50,000	28,000		28,000		all advertising	-	-				53,500					
Native Island Business & Community	79,673	150,000	95,000		95,000		all advertising	-	-				150,000					
SC Lowcountry & Resort Islands Tourism	0	36,800	15,000		15,000		digital mkt of HHI	-	-				45,000					
Shelter Cove Harbour Company	8,000	43,850	19,000	10,000	9,000	-	rec for Tues	73,929	-				42,000					
Skull Creek July 4th Celebration	8,000	9,000	9,000		9,000		Tues not approved	-	-				12,000					
South Carolina Repertory Company	12,000	27,000	8,100		12,000		all advertising	-	-				N/A					
The Coastal Discovery Museum (Cultural & Eco-Tourism Programs)	168,000	185,000	185,000		185,000			102,613	102,613				223,000					
The Coastal Discovery Museum (ARKHAIOS Heritage & Archaeology Film Fest)	N/A												8,470					
The Coastal Discovery Museum & Heritage Library (History Day)	N/A												16,000					
The Heritage Library	10,000	27,370	12,150	2,150	17,150	2,150	\$10k mkt; Ft Mit \$2.15k non-rec	8,421	7,242				20,000					
The Heritage Library & Coastal Discovery Museum (Speaker Series)	N/A												10,425					
The Sandbox	50,000	50,000	50,000		50,000		\$25k advertising	102,623	82,123				56,300					
Town of Hilton Head Island	929,563	1,175,559	1,045,176		999,776			-	-				1,211,485					
Subtotal of Current Year Requests/Recommendations/Awards			2,812,276	98,150	2,802,276	88,150		1,382,237	478,460		445,850		3,844,680					
Non-recurring Funds Reserved for allocation after CY14 awards	N/A	N/A	468,460		478,460			478,460										
Totals	2,394,229	3,570,021	3,280,736	98,150	3,280,736	88,150							3,844,680					

Remaining Balance Available to Award

(903,777) - 32,610

	CY2013	CY2012	Total
Grant Funds Available for CY 2014	3,157,869	122,867	3,280,736
Non-Recurring Funds	(443,743)	(122,867)	(566,610)
Recurring Funds available for 2014 Grants	2,714,126	-	2,714,126
		ATAC	Town Council
Total Grant Funds Awarded for 2014 Grants		2,812,276	2,802,276
Less Non-Recurring Funds Awarded		(98,150)	(88,150)
Recurring Funds Awarded		2,714,126	2,714,126
Balance of Non-Recurring Funds to be awarded		468,460	478,460

Grant Funds Available for CY 2015: TBD