



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

**Thursday, November 6, 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 October 30, 2014
- 4. Chairman’s Report**
- 5. Unfinished Business**
 - a. Finalize date for Review and Recommendation Meeting
- 6. New Business**
 - a. Hearing of Applicants

| | Thursday, November 6, 2014 |
|-------------|--|
| TIME | APPLICANT |
| 9:00-9:20 | The Heritage Library Foundation |
| 9:20-9:40 | The Heritage Library & Coastal Discovery Museum (Speaker Series) |
| 9:40-10:00 | The Coastal Discovery Museum & Heritage Library (History Day) |
| 10:00-10:20 | The Coastal Discovery Museum (ARKHAIOS Heritage & Archaeology Film Fest) |
| 10:20-10:40 | The Coastal Discovery Museum (Cultural & Eco-Tourism Programs) |
| 10:40-11:00 | BREAK |
| 11:00-11:30 | The Hilton Head Island Visitor & Convention Bureau |
| 11:30-11:50 | Mitchelville Preservation Project |
| 11:50-12:10 | Main Street Youth Theatre |
| 12:10-1:30 | LUNCH |

| | |
|------------------|--|
| 1:30-1:50 | Hilton Head Wine and Food, Inc. |
| 1:50-2:10 | Hilton Head Concours d'Elegance |
| 2:10-2:40 | Town of Hilton Head Island |
| 2:40-3:00 | BREAK |
| 3:00-3:10 | Hilton Head Recreation Association |
| 3:10-3:20 | David M. Carmines Memorial Foundation |
| 3:20-3:30 | Skull Creek 4th of July Celebration |
| 3:30-3:40 | Harbour Town Merchants Association – 4th of July Celebration |
| 3:40-4:00 | Shelter Cove Harbour Company – 4th of July & Harbourfest Fireworks |

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 30, 2014 **Time:** 9:00 a.m.

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

Members Absent: Rob Bender, Brad Marra

Council Present: None

Staff Present: Susan Simmons, *Director of Finance*; Brian Hulbert, *Staff Attorney*; 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:

Ms. Heichel moved to approve the Minutes of October 23, 2014. Mr. Brown seconded the motion. The Motion passed unanimously (5-0). Later in the meeting, a typographical error was noticed in the 'Chairman's Report' section of the October 23, 2014 meeting Minutes; it was stated the Arts Center of Coastal Carolina received a Non-Recurring Grant of \$265,000, however, the Non-Recurring Grant amount should have read \$260,850. Mr. Miner made a motion to amend the minutes to reflect this correction and Mr. Brown seconded the motion. The motion passed unanimously (5-0).

4. Chairman's Report:

None

5. Unfinished Business:

None

6. New Business:

a. Hearing of applicants

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

1. Art League of Hilton Head Island
2. Beaufort County Black Chamber of Commerce
3. Gullah Museum of Hilton Head Island

4. Native Island Business & Community Affairs Association
5. Arts Center of Coastal Carolina
6. Hilton Head Audubon Society
7. Hilton Head Dance Theatre
8. Hilton Head Island-Bluffton Chamber of Commerce

During the presentation by the Art League, Ms. Heichel and Mr. Miner each disclosed a potential conflict of interest and did not participate. The required disclosure forms are attached. During the presentation by the Hilton Head Audubon Society, Mr. Miner disclosed a potential conflict of interest and did not participate. The required disclosure form is attached.

The Committee broke for lunch at 12:20 p.m. and resumed the meeting at 1:30 p.m. During the afternoon session, the following applicants made presentations to the Committee.

9. Hilton Head Symphony Orchestra
10. Hilton Head Choral Society
11. The Sandbox
12. SC Lowcountry & Resort Islands Tourism Commission
13. Hilton Head Island St. Patrick's Day Parade Foundation

After the presentations concluded, the Committee discussed potentially rescheduling the Review and Recommendation meeting due to the fact that Mr. Miner has a conflict and would not be able to attend on the original meeting date of November 13, 2014. The Committee decided not to make a scheduling change at this meeting, however, because two members were absent and their schedules were unknown. Mr. Alsko asked to have this as an agenda item under 'Unfinished Business' for the November 6, 2014 meeting.

7. Adjournment:

Ms. Heichel made a motion to adjourn the meeting and Mr. Brown seconded the motion. The vote passed unanimously (5-0) and the meeting was adjourned at 3:19 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 | - | | - | | | - | - | | | | 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; rest for adv | 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 | | | - | - | | | | 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