



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

**Thursday, October 29, 2015
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 22, 2015
- 4. Chairman’s Report**
- 5. Unfinished Business**
None
- 6. New Business**
 - a. Hearing of Applicants

	Thursday October 29, 2015
TIME	APPLICANT
9:00-9:20	HH Concours d’Elegance
9:20-9:40	Memory Matters
9:40-10:10	The Heritage Library: <i>Foundation, Speaker Series, & History Day Applications</i>
10:10-10:30	The Coastal Discovery Museum
10:30-10:50	BREAK
10:50-11:10	The Sandbox
11:10-11:30	Mitchelville Preservation Project
11:30-11:50	Native Island Business & Community Association
11:50-12:10	Art League of Hilton Head

12:10-1:15	LUNCH
1:15-1:35	Hilton Head Wine and Food, Inc.
1:35-1:55	The Outside Foundation
1:55-2:15	Town of Hilton Head Island
2:15-2:35	BREAK
2:35-2:55	Hilton Head Recreation Association <i>Wing Fest & Oyster Festival</i>
2:55-3:15	David M. Carmines Memorial Foundation
3:15-3:25	Skull Creek 4 th of July Celebration
3:25-3:45	Shelter Cove Harbour Comp 4 th of July & Harbourfest Fireworks
3:45-3:55	Harbour Town Merchants Assoc. 4 th of July Celebration

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 22, 2015 **Time:** 9:00 a.m.

Members Present: Mike Alsko, *Chairman*; Stewart Brown; *Vice Chairman*, Trish Heichel, Rob Bender, Brad Marra, and Cliff McMackin

Members Absent: Charles Miner

Council Present: John McCann, Tom Lennox, Kim Likins

Staff Present: Susan Simmons, *Director of Finance*; Brian Hulbert, *Staff Attorney*; Erica Madhere, *Finance Administrator*; Cindaia Ervin, *Finance Assistant*

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

Media: Zach Murdock, *Island Packet*

1. Call to Order:

The meeting was called to order at 9:05 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:

a. Accommodations Tax Advisory Committee Meeting of October 8, 2015

Ms. Heichel moved to approve the Minutes of October 8, 2015. Mr. Brown seconded the motion. The motion passed with a vote of (6-0).

4. Chairman's Report:

None

5. Unfinished Business:

None

6. New Business:

Mike Alsko, Chairman, opened the meeting and asked anyone if they would like to make any public comment. Skip Hoagland, Hilton Head, spoke regarding the Hilton Head Island-Bluffton Chamber of Commerce/VCB and feels that they should seek a forensic audit.

a. Hearing of applicants

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

1. Arts Center of Coastal Carolina
2. Beaufort County Black Chamber of Commerce
3. Gullah Museum of Hilton Head Island
4. Hilton Head Dance Theater

5. Sandalwood Community Food Pantry
6. Lowcountry Golf Course Owners Association
7. Hilton Head Island-Bluffton Chamber of Commerce

During the presentation by the Lowcountry Golf Course Owners Association and Hilton Head Island-Bluffton Chamber of Commerce, Mr. Marra disclosed a potential conflict of interest and did not participate. The required disclosure forms are attached.

The Committee broke for lunch at 12:10 p.m. and resumed the meeting at 1:30 p.m. During the afternoon session, the following applicants made presentations to the Committee.

8. HH Symphony Orchestra
9. Hilton Head Choral Society
10. Main Street Youth Theater
11. MLK Jr. Celebration
12. SC Lowcountry & Resort Islands Tourism Commission
13. Hilton Head Island St. Patrick's Day Parade

After the presentations concluded, Mr. Alsko thanked everyone for taking the time to present to the committee, and reminded everyone that The Art League of Hilton Head would be rescheduled from this hearing to October 29th at 11:50 am.

7. Adjournment:

Ms. Heichel made a motion to adjourn the meeting and Mr. Brown seconded the motion. The vote passed unanimously (6-0) and the meeting was adjourned at 4:00 p.m.

Approved:

Respectfully submitted:

Mike Alsko, Chairman

Cindaia Ervin, Secretary

Calendar Year 2016 Accommodations Tax Advisory Committee Recommendations

	2014 Regular & Initial Nonrecurring	2014/2015 NON-RECURRING			2015 GRANTS			2016 GRANTS				
	Town Council Award	2015 Applicant Request	ATAC Recommendation	Town Council Award	2015 Applicant Request	ATAC Recommendation	Town Council Award	2016 Applicant Request	ATAC Recommendation	ATAC Restrictions	Town Council Award	TC Add'l Restrictions
Art League of Hilton Head	45,000	N/A	N/A	N/A	85,000	85,000	49,500	87,418				
Art League of Hilton Head - Nonrecurring	N/A	11,301	2,750	-	11,301	2,750	2,750	N/A	N/A	N/A	N/A	N/A
Arts Center of Coastal Carolina	365,000	N/A	N/A	N/A	384,000	384,000	383,250	396,000				
Arts Center of Coastal Carolina - Capital	86,000	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Arts Center of Coastal Carolina - Nonrecurring -	N/A	260,850	124,432	260,850	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Beaufort County Black Chamber of Commerce	-	N/A	N/A	N/A	55,000	-	-	55,000				
Beaufort County Government (Hilton Head Air Day)	-	N/A	N/A	N/A	WITHDREW APPLICATION		N/A	N/A	N/A	N/A	N/A	N/A
David M. Carmines Memorial Foundation	4,000	N/A	N/A	N/A	10,000	6,500	4,400	15,000				
Gullah Museum of Hilton Head Island	N/A	N/A	N/A	N/A	50,000	20,000	20,000	50,000				
Harbour Town Merchants Assoc.	9,000	N/A	N/A	N/A	18,000	12,000	9,900	18,000				
Hilton Head Choral Society	18,000	N/A	N/A	N/A	30,000	30,000	24,800	35,500				
Hilton Head Choral Society - Nonrecurring	N/A	4,790	4,790	-	4,790	4,790	4,790	N/A	N/A	N/A	N/A	N/A
Hilton Head Concours d'Elegance	134,000	85,000	85,000	85,000	160,000	160,000	147,400	165,000				
Hilton Head Dance Theater	12,000	N/A	N/A	N/A	16,000	12,000	13,200	23,000				
HHI Audubon Society	N/A	N/A	N/A	N/A	50,000	45,000	45,000	N/A	N/A	N/A	N/A	N/A
HHI Audubon Society - Nonrecurring	N/A	30,000	-	-	30,000	-	-	N/A	N/A	N/A	N/A	N/A
HHI Land Trust - Nonrecurring	N/A	15,000	15,000	-	15,000	15,000	15,000	N/A	N/A	N/A	N/A	N/A
HHI Recreation Association (2016: Wingfest & Oyster Festival)	N/A	N/A	N/A	N/A	10,000	7,500	7,500	15,000				
HHI St. Patrick's Day Parade	12,000	N/A	N/A	N/A	16,000	16,000	13,200	16,000				
HHI Wine and Food, Inc.	100,350	N/A	N/A	N/A	147,500	147,500	130,000	130,000				
HHI Wine and Food, Inc. - Nonrecurring	N/A	25,000	-	-	25,000	-	-	N/A	N/A	N/A	N/A	N/A
Hilton Head Island-Bluffton Chamber of Commerce VCB	330,000	N/A	N/A	N/A	400,000	400,000	366,500	385,000				
Hilton Head Island-Bluffton Chamber of Commerce VCB -	N/A	340,000	-	100,000	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Hilton Head Symphony Orchestra	200,000	N/A	N/A	N/A	215,000	215,000	215,000	230,000				
Hilton Head Symphony Orchestra - Nonrecurring	N/A	WITHDREW APPLICATION			N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Hilton Head Symphony Orchestra-Hilton Head Choral	N/A	30,200	12,000	-	30,200	-	-	N/A	N/A	N/A	N/A	N/A
Hilton Head Island Visitors and Convention Bureau	N/A	N/A	N/A	N/A	325,000	-	-	N/A	N/A	N/A	N/A	N/A
Hilton Head Island Visitors and Convention Bureau -	N/A	250,000	-	-	250,000	-	-	N/A	N/A	N/A	N/A	N/A
Lowcountry Golf Course Owners Association	50,000	N/A	N/A	N/A	N/A	N/A	N/A	50,000				
Lowcountry Golf Course Owners Association -	N/A	42,510.26	42,510	-	42,510	42,510	42,510	N/A	N/A	N/A	N/A	N/A
Main Street Youth Theater	12,000	N/A	N/A	N/A	25,000	15,000	13,200	20,000				
Memory Matters								40,000				
Mitchelville Preservation Project	28,000	N/A	N/A	N/A	53,500	38,000	30,800	60,000				
MLK Jr. Celebration								6,500				
Native Island Business & Community	95,000	N/A	N/A	N/A	150,000	110,000	104,500	150,000				
Sandalwood Community Food Pantry								5,000				
SC Lowcountry & Resort Islands Tourism	15,000	N/A	N/A	N/A	45,000	-	-	49,000				
Shelter Cove Harbour Company	9,000	N/A	N/A	N/A	42,000	42,000	39,900	54,900				
Shelter Cove Harbour Company - Nonrecurring	N/A	73,929	-	-	73,929	-	-	N/A	N/A	N/A	N/A	N/A
Skull Creek July 4th Celebration	9,000	N/A	N/A	N/A	12,000	12,000	9,900	13,940				
South Carolina Repertory Company	12,000	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
The Coastal Discovery Museum (Discovery Lab)	N/A	102,613	102,613	-	102,613	102,613	102,613	N/A	N/A	N/A	N/A	N/A
The Coastal Discovery Museum (ARKHAIOS Heritage & Archaeology Film Fest)	N/A	N/A	N/A	N/A	8,470	-	-	N/A	N/A	N/A	N/A	N/A
The Coastal Discovery Museum (Cultural & Eco-Tourism Programs)	185,000	N/A	N/A	N/A	223,000	223,000	194,250	239,340				
The Heritage Library & Coastal Discovery Museum (Speaker Series)	N/A	N/A	N/A	N/A	10,425	6,531	6,531	Speaker Series req under Heritage Lib	N/A	N/A	N/A	N/A
The Heritage Library - History Day (2015 app was combined with Coastal Discovery Museum)	N/A	N/A	N/A	N/A	16,000	8,000	8,000	9,100				
The Heritage Library (2016: Heritage Lib & Speaker Series)	17,150	N/A	N/A	N/A	20,000	20,000	18,865	50,160				
The Heritage Library - Nonrecurring	N/A	8,421	7,242	-	8,421	7,242	7,242	N/A	N/A	N/A	N/A	N/A
The Outside Foundation								5,000				
The Sandbox	50,000	N/A	N/A	N/A	56,300	56,300	55,000	49,600				
The Sandbox - Nonrecurring	N/A	102,623	82,123	-	102,623	82,123	82,123	N/A	N/A	N/A	N/A	N/A
Town of Hilton Head Island	999,776	N/A	N/A	N/A	1,211,485	1,000,000	1,049,765	1,286,058				
Subtotal of Current Year Requests/Recommendations	2,802,276	1,382,237	478,460	445,850	4,541,067	3,328,359	3,217,389	3,709,516				
Non-recurring Funds Reserved for allocation after p	(88,150)	N/A	N/A	N/A	N/A	N/A	N/A					
Totals	2,714,126	1,382,237	478,460	445,850	4,541,067	3,328,359	3,217,389	3,709,516				

- 32,610 128,180 239,150