



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

**Thursday, October 4, 2018  
9:00 a.m. – Benjamin M. Racusin Council Chambers**

## **AGENDA**

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**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 August 16, 2018.
- 4. Chairman's Report**
- 5. Unfinished Business**
- 6. New Business**
  - a. Preliminary Review of 2019 ATAX Grant Applications.
  - b. Review and Approval of individual dates and times for Applicant Hearings.
  - c. Approval of 2019 Proposed Meeting Dates.
- 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:** August 16, 2018 **Time:** 9:00 a.m.

**Members Present:** Brad Marra, *Chairman (Acting)*; Dru Brown; Rob Bender; Roger Freedman; Jim Fluker; Julie Smith and Richard Thomas

**Members Absent:** None

**Staff Present:** Josh Gruber, *Assistant Town Manager*; John Troyer, *Director of Finance*; Brian Hulbert, *Staff Attorney*; Jennifer McEwen, *Culture and Arts Network Director*; Marcy Benson, *Senior Grants Administrator*; Rene Phillips, *Website Administrator*; and Cindaia Ervin, *Finance Assistant*

**Council Present:** Kim Likins

**Others Present:** Members of Organizations interested in applying for 2019 Accommodations Tax Grants; Members of the public.

**Media:** None

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- 1. Call to Order:**

The meeting was called to order at 9:03 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. Swearing in of New Member(s):**

Mayor Pro Tempore Kim Likins swore in newly appointed committee members James Fluker and Julie Smith. She congratulated them on behalf of Town Council and thanked them for their important role they will serve in the community.
- 4. Special Orders:**
  - a. Election of Chairman and Vice Chairman**

Rob Bender made a motion to elect Brad Marra as Chairman and Dru Brown as Vice Chairman. Mr. Freedman seconded the motion and it passed unanimously.
- 5. Approval of Minutes:**
  - a.** Mr. Freedman moved to approve the minutes from the Accommodations Tax Advisory Committee Meeting on July 12, 2018 at 9:00am. Mr. Thomas seconded the motion. The Motion passed with a vote of (5-0).

**6. Chairman's Report:**

Brad Marra, Chairman, thanked all interested organizations present for attending the applicant workshop. He reminded those present that not only is the Committee open for questions but also staff should they need help.

**7. Unfinished Business:**

None

**8. New Business:**

**a. Calendar Year 2019 Accommodations Tax Grant Applicant Workshop.**

**i. Review of application procedure: Rene Phillips-Web Administrator**

Brad Marra, Chairman, invited Rene Phillips, Website Administrator for the Town, to the dais to walk the workshop attendees through the 2019 Accommodations Tax Grant online application process. Ms. Phillips explained each step in detail and highlighted common questions she has received over the years. She informed the applicants of helpful hints including not to "cut and paste" responses from Microsoft Word since doing so will add background data that will affect the over-all word count. She also mentioned that when logging in with the organization's username and password, the application will pre-populate the 2019 application with information submitted for the 2018 application, including the budgets and financial statements, so that only the current year budgetary information needed to be uploaded. Ms. Phillips emphasized that if an applicant finds they have uploaded a document in error, or if technical assistance is needed, they should contact her for help via phone or email. Finally, she reminded the group that September 7<sup>th</sup> at 4:00 pm was the absolute deadline for the 2019 Accommodations Tax Grant application submittals.

Mr. Marra thanked Ms. Phillips for her guidance on the application and invited the workshop attendees to voice their questions or concerns. Mr. Marra emphasized to the applicants present that the effectiveness summary is a significant tool to the applicants applying and the committee members when reviewing the applications, as there is a lot of material to review in such a short amount of time and it helps them get a clear picture of the each organization. He indicated that it also allows for the committee members to understand how effective the efforts of each organization put forth were received. He also spoke about applicant hearing days and asked each applicant to please stay within the allotted time of 20 minutes for questions and answers. During the meeting there was also clarification regarding a prior year's change to include information of visitors and tourists. The change made now allows the Committee to understand not only the number of visitors served; however it also includes the documented number of tourists served the variance of the two.

**ii. Review of adopted meeting calendar.**

Mr. Marra reviewed the 2018 adopted meeting calendar with the applicants and no questions were raised.

**iii. Questions and comments by applicants.**

No additional questions and comments were raised by the applicants present.

**iv. Questions and comments by committee members.**

No additional questions or comments were raised by the committee members. Mr. Marra thanked everyone for taking the time to attend the meeting and made note of the 2019 application deadline.

**7. Adjournment:**

Mr. Marra moved to adjourn the meeting. Mr. Freedman seconded the motion and it passed with a vote of 7-0. The meeting was adjourned at 9:28 a.m.

**Approved:**

**Respectfully submitted:**

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**Brad Marra, Chairman**

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**Cindaia Ervin, Secretary**

DRAFT

## Calendar Year 2019 Accommodations Tax Advisory Committee Recommendations

	2018 GRANTS			2019 GRANTS		
	2018 Applicant Request	ATAC Recommendation	Town Council Award	2019 Applicant Request	ATAC Recommendation	Town Council Award
Art League of Hilton Head	65,000	65,000	65,000	75,000		
Arts Center of Coastal Carolina	416,000	385,000	400,000	404,000		
Beaufort County Black Chamber of Comm.	-	-	-	75,000		
BusinessATTRACT Development Fund	-	-	-	50,000		
David M. Carmines Memorial Fnd	127,000	91,000	91,000	127,000		
Gullah Museum of Hilton Head Island	100,000	50,000	50,000	150,000		
Harbour Town Merchants Assoc.	20,000	20,000	20,000	21,000		
Hilton Head Choral Society	40,000	40,000	40,000	45,000		
Hilton Head Concours d'Elegance	220,000	220,000	220,000	261,000		
Hilton Head Dance Theater	20,000	15,000	15,000	21,000		
Hilton Head Island Airport	345,000	-	100,000	100,000		
Hilton Head Island Bridge Assoc.	-	-	-	39,500		
Hilton Head Island Carolina Shag Club	-	-	-	4,000		
HHI Rec Association (Wingfest & Oyster Festival)	30,000	25,000	25,000	30,000		
HHI St. Patrick's Day Parade	18,000	17,580	17,580	22,000		
HHI Wine and Food, Inc.	130,000	130,000	130,000	135,000		
HHI-Bluffton Chamber of Commerce VCB	485,000	485,000	485,000	610,000		
Hilton Head Symphony Orchestra-A Operations	250,000	250,000	250,000	250,000		
Hilton Head Symphony Orchestra-B	-	-	-	70,000		
Lean Ensemble Theatre	30,000	30,000	30,000	40,000		
Lowcountry Golf Course Owners Assoc.	50,000	50,000	50,000	50,000		
Main Street Youth Theater	20,000	15,000	15,000	20,000		
Memory Matters	-	-	-	23,000		
Mitchelville Preservation Project	185,000	160,000	160,000	185,000		
Native Island Business & Community	175,000	110,000	110,000	175,000		
Shelter Cove Harbour Company	76,800	76,800	76,800	88,700		
Skull Creek July 4th Celebration	16,250	16,250	16,250	-		
The Boys & Girls Club of Hilton Head	20,000	18,300	18,300	20,000		
The Coastal Discovery Museum-A Operations	279,000	279,000	279,000	285,000		
The Coastal Discovery Museum-B	-	-	-	39,000		
The First Tee of the Lowcuntry-A Operations	60,000	20,000	20,000	25,000		
The First Tee of the Lowcountry-B Disc Golf	55,000	25,000	25,000	-		
The Heritage Library	70,000	60,000	60,000	58,000		
The Heritage Library- History Day	19,600	16,900	16,900	15,000		
The Heritage Library-Zion History Park	-	-	-	65,000		
The Outside Foundation	-	-	-	13,500		
The Sandbox	50,500	50,500	50,500	45,895		
Town of Hilton Head Island-A Operations	1,437,968	1,400,000	1,400,000	1,582,853		
Town of Hilton Head Island-B	-	-	-	25,000		
<b>Total</b>	<b>4,811,118</b>	<b>4,121,330</b>	<b>4,236,330</b>	<b>5,245,448</b>	<b>-</b>	<b>-</b>

**Balance Available from CY 2018**

121,894

6,894

ATAX SCHEDULE  
INDIVIDUAL HEARINGS  
COUNCIL CHAMBERS

	Thursday October 18, 2018		Thursday October 25, 2018
TIME	APPLICANT		APPLICANT
9:10-9:30	Main Street Youth Theater	9:10-9:40	Hilton Head Symphony Orchestra: <i>Operating &amp; SoundWaves Capital</i>
9:30-9:50	HHI Bridge Association	9:40-10:00	Arts Center of Coastal Carolina
9:50-10:20	The Heritage Library: Foundation, Zion Cemetery & History Day Applications	10:00-10:20	Mitchelville Preservation Project
10:20-10:50	Town of Hilton Head Island: <i>Operations &amp; Lantern Parade</i>	10:20-10:50	The Coastal Discovery Museum: <i>Operating &amp; Disc Golf Tourn.</i>
10:50-11:00	BREAK	10:50-11:00	BREAK
11:00-11:20	Native Island Business & Community Association	11:00-11:20	HH Concours d 'Elegance
11:20-11:40	Gullah Museum of Hilton Head Island	11:20-11:40	The Boys & Girls Club of HHI
11:40-12:00	Art League of Hilton Head	11:40-12:00	Hilton Head Island Dance Theater
12:00-12:30	Hilton Head Island-Bluffton Chamber of Commerce	12:00-12:20	Beaufort County Black Chamber of Commerce
12:30-1:30	LUNCH	12:20-1:20	LUNCH
1:30-1:50	HHI Airport	1:20-1:40	Hilton Head Wine & Food, Inc.
1:50-2:10	HHI Rec Association: <i>Wingfest &amp; Oysterfest</i>	1:40-2:00	HHI Carolina Shag Club
2:10-2:30	Lean Ensemble Theater	2:00-2:20	David M. Carmines Memorial Foundaton
2:30-2:40	BREAK	2:20-2:30	BREAK
2:40-3:00	HH St. Patrick's Day Parade	2:30-2:50	Business ATTRACT Development Fund
3:00-3:20	The Sandbox	2:50-3:10	The Outside Foundation
3:20-3:40	Memory Matters	3:10-3:30	The First Tee of The Lowcountry
3:40-4:00	Hilton Head Choral Society	3:30-3:50	Shelter Cove Harbor Comp 4th of July & Harbourfest Fireworks
4:00-4:20	Lowcountry Golf Course Owners	3:50-4:10	Harbour Town Merchants Assoc. 4th of July Celebration

Please note: Applicants in red have requested this day

## ACCOMMODATIONS TAX ADVISORY COMMITTEE 2019 SCHEDULE

Thursday	April 4	9:00 a.m. – DMO Budget & Marketing Plan Presentation	Council Chambers
Thursday	July 11	9:00 a.m. – Swearing in of members & Election of officers	Council Chambers
Monday	August 5	8:00 a.m. – Grant Application available for electronic filing	<a href="http://www.hiltonheadislandsc.gov">www.hiltonheadislandsc.gov</a>
Thursday	August 15	9:00 a.m. – ATAX Applicant Workshop	Council Chambers
Friday	September 6	4:00 p.m. – Application Deadline	<a href="http://www.hiltonheadislandsc.gov">www.hiltonheadislandsc.gov</a>
Thursday	October 3	9:00 a.m. – Preliminary Review of Applications	Council Chambers
Thursday	October 17	9:00 a.m. – 4:30 p.m. Applicant Hearings	Council Chambers
Thursday	October 24	9:00 a.m. – 4:30 p.m. Applicant Hearings	Council Chambers
Thursday	November 7	9:00 a.m. – Review and Recommendations	Council Chambers

**Notes:** Town Council will meet to award the Accommodations Tax Grants on Tuesday, December 3<sup>rd</sup>, 2019 at 5:00 PM in Council Chambers.

**APPROVED:** \_\_\_\_\_