

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

**Date:** October 19, 2010 **Time:** 9:00 a.m.

**Members Present:** Willis O. Shay; *Chairman*, John Diamond; *Vice-Chairman*, Michael A. Keskin, John Munro, Bret Martin, Frank Soule, Jason Presley

**Members Absent:** None

**Staff Present:** Susan Simmons; *Director of Finance*, Marcy Benson; *Senior Grants Administrator*, Debra Cyrilla; *Accounting Specialist*

**Others Present:** Bill Ferguson; *Councilman*, Mary Amonetti, Various representatives from some of the organizations that applied for ATAX Grants

**Media:** None

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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. Keskin moved to approve the Minutes of August 25, 2010. Mr. Soule seconded the motion. The Motion passed unanimously. (7-0)

**4. Chairman's Report:**

Mr. Shay commented on the challenge the Committee is facing this year in light of the increase of requests and a diminution of available revenues. Susan Simmons provided the Committee with 1<sup>st</sup> and 2<sup>nd</sup> quarter revenues and 3<sup>rd</sup> and 4<sup>th</sup> quarter projected revenues, (See Attachment). Mr. Shay reviewed the agenda and stated that during the review of the applications, the Committee may request additional information.

**5. Unfinished Business:** None

**6. New Business:**

**a. Preliminary review of applications**

The Committee reviewed each individual application and Debra Cyrilla compiled a list of needed items from a number of the agencies. Debra was asked to contact each agency for those items.

Mr. Martin asked Susan Simmons when the actual 3<sup>rd</sup> quarter figures would be in. Susan stated that she expected the check to arrive the last week in October and that she would forward that information to Mr. Shay when it is received. Susan also reported that the estimates on tourism and revenues developed by the Chamber appear to be very close in comparison to the actual revenues that were received by the Town (local ATAX) and obtained from the State (state ATAX); however the reports are still being evaluated by Town management. It was noted that special monthly reports were received from the State and careful analysis is required to ensure that comparable months are being analyzed.

Mr. Munro asked Susan for an update on the recommendation that was submitted by the Committee to Town Council regarding amending the business license ordinance for rental properties. Susan reported that the Town has sought legal advice on this issue and a determination will be forthcoming. Any change in the code would likely come before Council in calendar year 2011. Susan reported that the Town continues to work on the data base that tracks rental units and compliance with the Accommodations Tax and Business License laws.

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

Mr. Shay reviewed the draft of dates and times for the applicant hearings and advised each agency to work with Debra Cyrilla in re-scheduling if the scheduled time conflicted with its calendar.

**c. Approval of 2011 Proposed Meeting Dates**

The Committee reviewed and accepted the proposed 2011 meeting dates.

Mr. Shay announced that the Committee would take a short break while Susan Simmons retrieves the tourism figures. The meeting recessed at 10:15 a.m.

Susan Simmons joined the meeting and the meeting reconvened at 10:19 a.m.

Susan stated that June had a 9.5% increase from the previous year. Mr. Shay thanked Susan, Steven Markiw and their staff for their efforts to bring rental units in compliance with the law.

**7. Adjournment:**

Mr. Martin moved to adjourn the meeting. Mr. Keskin seconded the Motion. The meeting was adjourned at 10:25 a.m.

**Approved:**

**Respectfully submitted:**

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**Willis O. Shay, Chairman**

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**Debra Cyrilla, Secretary**

## State Accommodations Tax Grants

	From 2010 Funds		From 2011 Funds		From 2012 Funds	
	Requested	Approved	Requested	Approved	Requested	Approved
Forward Funded	2,091,458	1,533,860	1,902,148	1,415,324 *	1,826,057	TBD
Regular Funding Yr.	<u>1,316,314</u>	<u>786,714</u>	<u>2,371,142</u>	<u>TBD</u>	N/A	N/A
<b>Total</b>	<b>3,407,772</b>	<b>2,320,574</b>	<b>4,273,290</b>	<b>1,415,324</b>	<b>N/A</b>	<b>N/A</b>

\* Amount may change - subject to revenue analysis and Council review in November.

**STATE ATAX REVENUE ANALYSIS**

Jan - Mar 2010		Calendar Year	
Apr - June 2010		2010 Revenues	
July - Sept 2010	Projected	Available for	
Oct - Dec 2010	Projected	CY2011 Grants	
		186,174.36	
		1,078,400.50	
		1,740,535.00	Projections are flat, i.e., projected at exact amount of same quarter
		451,817.00	for prior year
		<u>3,456,926.86</u>	
		(25,000.00)	
		<u>3,431,926.86</u>	
		(1,029,578.06)	
		(171,596.34)	
		<u>2,230,752.46</u>	
		(1,415,324.00)	Funded at reduced rate to be reviewed in November 2010 by Council
		<u><u>815,428.46</u></u>	

  

<b>Total CY 2010 Revenues Projected</b>	
First \$25,000 to the Town's General Fund	
<b>Subtotal</b>	
30% to Chamber (Town's Designated Advertising & Promotion Agency)	
5% to the Town's General Fund	
<b>Available for Grants</b>	
Forward-Funded Grants Awarded last year to be	
expended from CY 2010 revenues during CY2011	
<b>Projected Amount Available to award New CY2011 grants</b>	