

THE TOWN OF HILTON HEAD ISLAND
SPECIAL TOWN COUNCIL MEETING

Date: Tuesday, December 10, 2013

Time: 4:00 P.M.

Present from Town Council: Drew A. Laughlin, *Mayor*; Bill Harkins, *Mayor Pro-Tem*; George Williams, Kim Likins, and Lee Edwards, Marc Grant and John McCann, *Council Members*.

Present from Town Staff: Steve Riley, *Town Manager*; Greg DeLoach, *Assistant Town Manager*; Susan Simmons, *Director of Finance*; Brian Hulbert, *Staff Attorney*; Erica Madhere, *Finance Assistant*; Melissa Cox, *Systems Analyst*; Vicki Pfannenschmidt, *Executive Assistant*

Present from Media: Tom Barton, *Island Packet*

1. CALL TO ORDER

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. NEW BUSINESS

a. Consideration of recommendations of the Accommodations Tax Advisory (ATAX) Committee for the purpose of allocating the proceeds of the Accommodations Tax Funds.

Mayor Laughlin suggested Council discuss each application individually and the changes they would like to make, if any, and after in agreement that a motion be made to include all changes. All Council members were in agreement with the suggestion.

Town Council reviewed and discussed each recommendation.

During discussion of the Arts Center of Coastal Carolina Capital Improvement grant request it was the consensus of Council to approve the request of \$86,000 but to hold the funds pending the outcome of the Arts Study.

During discussion of the David M. Carmines Memorial Fund application, Kim Likins suggested increasing the grant. Mr. Harkins was in agreement and suggested \$4,000 or \$5,000. After discussion it was agreed to increase it to \$4,000.

During the discussion of the Hilton Head Choral Society grant request, Kim Likins requested that the stipulation for \$3,800 be used specifically for advertising a signature professional be removed and the grant award be increased to \$18,000. In addition, Mr. Harkins asked that Council suggest the funds be used for advertising as opposed to requiring it. All were in agreement.

During discussion of the Hilton Head Island Institute, Mr. Harkins suggested a grant of \$25,000 with a stipulation that the group reach out to other organizations to participate in the program. He expressed concern that if Town Council does not fund the project it will send a negative message to potential supporters. Mayor Laughlin stated he feels the program has great potential but he agreed with the ATAC recommendation. Kim Likins agreed with the Mayor noting that the Committee emphasizes that initial funding requires proof of success and other applicants have met that requirement and this applicant did not.

During discussion of the HHI Area Hospitality Association/Hilton Head Wine and Food, Inc. Mr. Harkins noted the ATAC recommendation had increased 250% from last year. Mayor Laughlin stated he felt that reflected how much the organization has strengthened in the direction they are going.

During discussion of the Chamber of Commerce-VCB Mr. Harkins asked that in they include areas of focus for the upcoming year in future grant applications noting the efforts for the Half Ironman Competition for next year.

During discussion of the Hilton Head Symphony Orchestra, Mr. McCann noted that the Symphony performs a year round service for residents and visitors alike and suggested fully funding their request. All were in agreement to award \$200,000.

During discussion of Main Street Youth Theater and concerns were expressed with the discrepancies in the application members of Council agreed to funding at the same level as the previous year in the amount of \$12,000. It was the consensus of Council that the applicant be better prepared during the application process next year.

During discussion of the Shelter Cove Merchants Association application it was the consensus of Council not to fund the request for Tuesday night fireworks Many voiced concerns it would show favoritism by granting the request.

During discussion of the South Carolina Repertory Company all agreed to increase the \$8,100 recommendation to \$12,000.

During discussion of the Heritage Library Mr. Harkins suggested increasing the \$12,000 recommendation to \$15,000 along with the \$2,150 non-recurring award. All were in agreement.

Mayor Laughlin invited Mr. Mike Alsko to participate in the discussion on various applicants.

Mayor Laughlin asked for applicant and public input. Willis Shay spoke on behalf of the Hilton Head Symphony Orchestra. Leonard Law spoke on behalf of the Native Island Business and Community Association. Andy Twisdale and Tammy Bream spoke on behalf of the Hilton Head Island Area Hospitality Association/Hilton Head Wine and Food, Inc. Mona Huff spoke on behalf of the Hilton Head Choral Society and Kathy Bateson spoke on behalf of the Arts Center of Coastal Carolina.

After further discussion, Mr. Harkins moved to approve the grant requests as modified at today's session. Mrs. Likins seconded. The motion was unanimously approved by a vote of 7-0.

A complete list of the ATAC recommendations and Town Council grant awards is listed below:

	2014 ATAC Recom- mendatio ns	ATAC Rec from Non- Recurring Funds	2014 Town Council Awards	TC Awards from Non- Recurr- ing Funds
Art League of Hilton Head	45,000		45,000	
Arts Center of Coastal Carolina	365,000		365,000	
Arts Center of Coastal Carolina – Capital Improvement		86,000	-	86,000
Beaufort County Black Chamber of Commerce	0		0	
Beaufort County Government(Hilton Head Air Day)	0		0	
Center for Service Leadership	0		0	
David M. Carmines Memorial Foundation	2,500		4,000	
Experience Green	0		0	
Harbour Town Merchants Assoc. (July 4 th Fireworks)	9,000		9,000	
Hilton Head Choral Society	15,000		18,000	
Hilton Head Concours d’Elegance	134,000		134,000	
Hilton Head Dance Theater	12,000		12,000	
Hilton Head Island Institute	0		0	
HHI St. Patrick’s Day Parade	12,000		12,000	
HHI Area Hosp Assoc/Hilton Head Wine and Food, Inc.	100,350		100,350	
HHI/Bluffton Chamber of Commerce VCB	330,000		330,000	
Hilton Head Symphony Orchestra	175,000		200,000	
Italian American Club of Hilton Head	5,000		5,000	
Lowcountry Golf Course Owners Association	50,000		50,000	
Main Street Youth Theater	5,000		12,000	
Mitchelville Preservation Project	28,000		28,000	
Native Island Business and Community Assoc.	95,000		95,000	
SC Lowcountry & Resorts Islands Tourism	15,000		15,000	
Shelter Cove Harbour Company (July 4 th Fireworks)	19,000	10,000	9,000	0
Skull Creek July 4 th Celebration	9,000		9,000	
South Carolina Repertory Company	8,100		12,000	
The Coastal Discovery Museum	185,000		185,000	
The Heritage Library	12,150	2,150	15,000	2,150
The Sandbox	50,000		50,000	
Town of Hilton Head Island	1,045,176		999,776	
Sub Total	2,812,276		2,802,276	
Reserve for Future Allocation (Non-Recurring Funds)	468,460		478,460	
Totals	3,280,736	98,150	3,280,736	88,150

Mayor Laughlin thanked the Accommodations Tax Advisory Committee for their hard work.

6. ADJOURNMENT

Mr. Harkins moved to adjourn the meeting at 5:15 p.m. Mr. Williams seconded. The motion was approved by a vote of 7-0.

Vicki Pfannenschmidt, Executive Assistant

Approved: 1/7/2014

Drew A. Laughlin, Mayor