

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

Approved

Date: October 08, 2015 **Time:** 9:00 a.m.

Members Present: Mike Alsko, *Chairman*; Stewart Brown, *Vice-Chairman*; Rob Bender, Trish Heichel, Cliff McMackin, Charles Miner

Members Absent: Brad Marra

Staff Present: Susan Simmons, *Finance Director*; Brian Hulbert, *Staff Attorney*, Marcy Benson, *Senior Grants Administrator*; Erica Madhere, *Finance Administrator*; Cindaia Ervin, *Finance Assistant*

Council Present: John McCann, Kim Likins

Others Present: Members of Organizations interested in applying for 2016 Accommodations Tax Grants; Members of the public.

Media: None

1. Call to Order:

The meeting was called to order at 9:06 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 August 27, 2015

Ms. Heichel moved to approve the Minutes of August 27, 2015. Mr. Bender seconded the motion. The Motion passed unanimously. (6-0)

4. Chairman's Report:

None

5. Unfinished Business:

None

6. New Business:

a. Preliminary Review of 2016 ATAX Grants Applications

Mike Alsko, Chairman, opened the meeting by explaining the purpose this meeting. He stated that this served as an opportunity to ask any questions, and request any additional documents prior to the applicant hearings. He also informed the Committee that there were a total of 30 applications this year including five new applicants. Stewart Brown, Vice-Chairman, stated how impressed he was with the overall improved quality of the ATAX Applications thru the use of the Effectiveness Measurement form. He used the Hilton Head-Bluffton Chamber of Commerce as an example and stated that he was pleased with their

presentation of effectiveness of what they do, how they do it and how the money is spent. He also stated that their review of showing what is effective and what changes need to be made to be more effective was a good overall review. He thanked all of the applicants for taking the time to fill out the effectiveness form and encouraged them to continue to think about how they can be effective. Mr. Alsko also thanked the applicants for providing all the information requested during the application process and encouraged them to provide any feedback regarding the application.

b. Review and Approval of individual dates and time lines for Applicant Hearings

Ms. Heichel moved to approve the ATAC application hearing schedule. Mr. Brown seconded the motion. The Motion passed unanimously. (6-0)

c. Approval of 2016 Proposed Dates

Mike Alsko, Chairman, spoke that the Town's Designated Marketing Organization has until April 1st, 2016 to submit the budget and marketing plan. He is concerned that the DMO presentation on April 7th, 2016 only allows a week to review. His thoughts were that he would like to see more time in between the submittal and presentation to be able to give a proper review and recommendation to Town Council. He stated that the contract between the Town and the Hilton Head Island-Bluffton Chamber of Commerce/VCB is in the negotiation stages, and it is possible that the contract may have an impact on the Committee's schedule. Therefore, he would like to postpone the approval of the 2016 meeting dates.

Mr. McMackin moved to postpone the approval of the 2016 ATAC meeting dates. Mr. Miner seconded the motion. The Motion passed unanimously. (6-0)

7. Adjournment:

Ms. Heichel moved to adjourn the meeting. Mr. McMackin seconded the Motion. All Members voted unanimously in favor and the meeting was adjourned at 9:26 a.m.

Approved: October 22, 2015

Respectfully submitted:

Mike Alsko, Chairman

Cindaia Ervin, Secretary