

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

Approved

Date: November 05, 2015 **Time:** 9:00 a.m.
Members Present: Mike Alsko, *Chairman*; Stewart Brown; *Vice-Chairman*; Trish Heichel, Rob Bender, Cliff McMackin, Brad Marra and Charles Miner
Members Absent: None
Council Present: John McCann and Tom Lennox
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: None

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. Brown moved to approve the Minutes of October 29, 2015. Mrs. Heichel seconded the motion. The Motion passed unanimously. (7-0)

4. Chairman's Report:

Mr. Alsko opened the meeting and thanked all of the applicants for their time and efforts. He also thanked John McCann and Tom Lennox for their time and efforts as the liaisons with the Finance & Administrative Committee and Town Council. Mr. Alsko explained the process of the Review and Recommendation meeting and invited Susan Simmons, Director of Finance for the Town, to give a report on the funds available for the 2016 Grants. Ms. Simmons stated that the sources of revenue include actual ATAX revenue received during the first three quarters of calendar year 2015, plus an estimated amount of revenue for the fourth quarter. Other amounts available to be granted include interest, lapsed grants from the previous year, and carryover funds from calendar year 2014. She stated that the total amount available to award is \$3,709,516. Mr. Alsko wrapped up by saying the Committee will make grant recommendations for the traditional grant cycle but the Committee could recommend the carryover of funds for possible unknown out-of-cycle grant requests that could be handled through a mid-year grant cycle in 2016.

5. Unfinished Business:

None

6. **New Business:**

a. **Review applications and determine final recommendations for the 2015 Accommodations Tax Grants**

A spreadsheet was displayed listing all applicants along with the amount each applicant requested. Committee members discussed each individual application and ultimately, the Accommodations Tax Advisory Committee decided upon the following recommendations:

Calendar Year 2016 Accommodations Tax Advisory Committee Recommendations

	2016 GRANTS		
	2016 Applicant Request	ATAC Recommendation	ATAC Restrictions
Art League of Hilton Head	87,418	55,000	
Arts Center of Coastal Carolina	396,000	396,000	
Beaufort County Black Chamber of Commerce	55,000	-	
D. M. Carmines Mem. Found. Seafood Festival	15,000	10,000	
Gullah Museum of Hilton Head Island	50,000	30,000	
Harbour Town Merchants Assoc.	18,000	12,000	
Hilton Head Choral Society	35,500	35,500	
Hilton Head Concours d'Elegance	165,000	165,000	
Hilton Head Dance Theater	23,000	15,000	
HHI Recreation Association (2016: Wingfest & Oyster Festival)	15,000	15,000	
HHI St. Patrick's Day Parade	16,000	14,740	
HHI Wine and Food, Inc.	130,000	130,000	
Hilton Head Island-Bluffton Chamber of Commerce VCB	385,000	385,000	
Hilton Head Symphony Orchestra	230,000	230,000	
Lowcountry Golf Course Owners Association	50,000	50,000	
Main Street Youth Theater	20,000	15,000	
Memory Matters	40,000	12,000	
Mitchelville Preservation Project	60,000	40,000	
MLK Jr. Celebration	6,500	1,660	
Native Island Business & Community	150,000	110,000	
Sandalwood Community Food Pantry	5,000	-	
SC Lowcountry & Resort Islands Tourism	49,000	-	
Shelter Cove Harbour Company	54,900	54,900	\$15k restricted at 5k per rain dates (max 3 rain dates)
Skull Creek July 4th Celebration	13,940	12,000	
Coastal Discovery Museum (Cultural & Eco-Tour)	239,340	239,340	
The Heritage Library - History Day (2015 app was combined with Coastal Discovery Museum)	9,100	9,100	
The Heritage Library (2016: Heritage Lib & Speaker Series)	50,160	49,606	
The Outside Foundation	5,000	-	
The Sandbox	49,600	49,600	
Town of Hilton Head Island	1,286,058	1,286,058	
Subtotal of Current Year Requests/Recommendations/Awards	3,709,516	3,422,504	
Non-recurring Funds Reserved for allocation after prior year awards	N/A	N/A	N/A
Totals	3,709,516	3,422,504	
Remaining Balance Available to Award		293,729	
	Revenues		
	3,766,233		
	(50,000)	See NOTE	
	3,716,233		

ATAC recommended grants totalling \$3,422,504 leaving the \$50,000 reserve required by the new ATAX processes and an additional \$293,729 for Council to allocate or increase the reserve. Council's running balance total is based on allocating \$3,716,233 and leaving a reserve of \$50,000.

After the discussions of the individual applications, the Committee decided to leave an extra \$293,729 (plus the \$50,000 minimum reserve) for Town Council to award in the traditional grant cycle or possibly leave more for out-of-cycle needs. The Committee felt that carrying funds over would help ensure a sustainable level of funding in the event that ATAX revenues should decrease for any reason.

Mr. Miner made a motion to approve the recommendations as assigned and displayed on the projected spreadsheet (and summarized in the table above) and to leave the remaining \$293,729 available to carry forward to next year. Mrs. Heichel seconded the motion. All Committee members voted unanimously to approve (except for individual line items where individual members had recused themselves-details listed at end of minutes). (7-0 with the following exceptions 5-0 Art League, 5-0 Harbour Town Merchants Association, 6-0 Hilton Head Wine and Food Festival, 6-0 Hilton Head Concours d 'Elegance, 6-0 Lowcountry Golf Course Owners Association, 6-0 Hilton Head Island – Bluffton Chamber of Commerce/VCB, and 6-0 Shelter Cover Harbour Company).

During the discussion of the Art League, Mrs. Trish Heichel and Mr. Charles Miner disclosed a potential conflict of interest and did not participate. The required disclosure form is attached. During the discussions of the Harbour Town Merchants Association 4th of July Fireworks and the Hilton Head Wine and Food Festival, Mr. Rob Bender disclosed a potential conflict of interest and did not participate. The required disclosure forms are attached. During the discussion of the Hilton Head Concours d 'Elegance, Mr. Stewart Brown disclosed a potential conflict of interest and did not participate. The required disclosure form is attached. During the discussion of the Harbour Town Merchants Association 4th of July, Mr. Cliff McMackin disclosed a potential conflict of interest and did not participate. The required disclosure form is attached. During the discussions of the Lowcountry Golf Course Owners Association, Hilton Head Island-Bluffton Chamber of Commerce/VCB and the Shelter Cove Harbour Company, Mr. Brad Marra disclosed a potential conflict of interest and did not participate. The required disclosure forms are attached.

b. Approval of 2016 Proposed Meeting Dates

Mr. Alsko discussed making sure there would be enough time prior to the Hilton Head Island-Bluffton Chamber of Commerce/VCB budget & marketing plan presentation and the ATAC recommendation to Town Council. He suggested that the 2016 meeting dates be approved and if an additional meeting needs to be added that can be done at a later time.

Mrs. Heichel moved to approve the 2016 Accommodations Tax Advisory Committee meeting dates. Mr. Bender seconded, and the motion passed with a vote of 7-0.

7. Adjournment:

Mrs. Heichel made a motion to adjourn, which Mr. McMackin seconded. All voted in favor and the meeting was adjourned at 11:58 a.m.

Approved: February 25, 2016

Respectfully submitted:

Mike Alsko, Chairman

Cindaia Ervin, Secretary