

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

Approved

Date: July 14, 2015 **Time:** 9:00 a.m.

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

Members Absent: None

Staff Present: Brian Hulbert, *Staff Attorney*; Rene Phillips, *Website Administrator*; Marcy Benson, *Senior Grants Administrator*; Erica Madhere, *Finance Administrator*; Cindaia Ervin, *Finance Assistant*

Council Present: Bill Harkins, Kim Likins, John McCann

Others Present: Rex Garniewicz, *Coastal Discovery Museum*, Ray Deal, Lindsay Fruchtl, Hannah Horne, Wes Kitashima, and other members of the *Hilton Head Island Chamber of Commerce / VCB*, Mario Incorvaia, *Hilton Head Symphony Orchestra*, and 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. Swearing in of Reappointed and New Members:

Mayor Pro Tempore William Harkins swore in reappointed committee members Mike Alsko and Stewart Brown, and newly appointed committee member Cliff McMackin. Mr. Harkins congratulated them and thanked them for the important roles they play in the community.

4. Reception:

A short reception was held in recognition of the newly appointed and reappointed members of the Committee.

5. Special Orders:

Election of Chairman and Vice Chairman:

- a. Charlie Miner nominated Mike Alsko as Chairman. Trish Heichel seconded the motion. There were no other nominations. Mr. Alsko was elected unanimously. (6-0)
- b. Trish Heichel nominated Stewart Brown as Vice Chairman. Rob Bender seconded the motion. There were no other nominations. Mr. Brown was elected unanimously. (6-0)

6. Approval of Minutes:

Mr. Brown moved to approve the Minutes of June 24, 2015. Ms. Heichel seconded the motion. The motion passed unanimously. (7-0)

7. Chairman's Report:

None

8. Unfinished Business

None

9. New Business:

a. Continue discussion of improvements to the Accommodations Tax Grant process and revisions for the 2016 Accommodations Tax Grant Application

The Committee discussed revisions for the 2016 Accommodations Tax Grant Application in an effort to improve the ATAX Grant process. One of the major changes is the addition of an Executive Summary / Form with the intention of measuring the effectiveness of an organization's past ATAX initiatives. Mr. Brown created a draft "Measuring Effectiveness Form", which provides space for an Organization to show past ATAX-funded topics, plans, budgets, actual amount spent, and results. He explained new initiatives should be highlighted, as well. The idea is not to dive too deep or spend too much time on completing the form, but to communicate where the money is going, the effectiveness of the money spent, and what decisions will be made based on prior results. The Committee would like the Applicant to choose what is important to share with the Committee, and how their organization's effectiveness should be defined. The applicant can also choose to use the "Measuring Effectiveness Form" as the Executive Summary, or customize a format of their own with a maximum length of two pages.

Other changes that were made to the Application include an addition of a procurement question in the Financial Guarantee section, as well as changes to the word limits of certain sections. The Committee would like the Applicants to be as brief as possible while still preparing a complete and informative Application.

Rene Phillips, Website Administrator for the Town, asked the Committee to clarify its expectations for allowing attachments to the Application, and the Committee decided to defer to the Chairman on a case-by-case basis for his judgment on whether or not the attachment would provide useful information that should be allowed.

Ms. Heichel made a motion to approve the revisions for the 2016 Accommodations Tax Grant Application as discussed. Mr. Bender seconded the motion. The motion passed with a unanimous vote (7-0).

10. Adjournment:

The Committee thanked Mr. Bender for serving as the Vice-Chairman of the Committee for the past year. Then, Ms. Heichel made a motion to adjourn the meeting and Mr. Brown seconded the motion. All voted in favor and the meeting was adjourned at 10:13 a.m.

Approved: August 27, 2015

Respectfully submitted:

Mike Alsko, Chairman

Erica Madhère, Secretary