



The Town of Hilton Head Island  
**Accommodations Tax Advisory  
Committee**

**Thursday, November 4, 2021, 9:00 a.m.**

**AGENDA**

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The Accommodations Tax Advisory Committee Meeting will be conducted virtually and can be viewed on the [Town of Hilton Head Island Public Meetings Facebook Page](#).

- 1. Call to Order**
- 2. FOIA Compliance** - Public notification of this meeting has been published, posted, and distributed in compliance with the South Carolina Freedom of Information Act and the requirements of the Town of Hilton Head Island.
- 3. Roll Call**
- 4. Approval of Agenda**
- 5. Approval of Minutes**
  - a. Accommodations Tax Advisory Committee Meeting, September 30, 2021
  - b. Accommodations Tax Advisory Committee Meeting, October 14, 2021
  - c. Accommodations Tax Advisory Committee Meeting, October 21, 2021
- 6. Appearance by Citizens**

Citizens who wish to address the Committee may do so by contacting the Committee Secretary at 843.341.4646, no later than 4:30 p.m., the day prior to the scheduled meeting. Citizens may also submit written comments via the [Town's Open Town Hall Portal](#). The portal will also close at 4:30 p.m., the day prior to the scheduled meeting. Comments submitted through the portal will be shared with the Committee and made part of the official record.
- 7. Unfinished Business-None**
- 8. New Business**
  - a. Review & Recommendations for the 2022 Accommodations Tax Grants
- 9. Adjournment**

**Please note that a quorum of Town Council may result if four (4) or more of their members attend this meeting**



Town of Hilton Head Island  
**Accommodations Tax Advisory Committee**

Thursday, September 30, 2021, at 9:00 a.m.

## **MEETING MINUTES**

**Present from the Committee:** Jim Fluker, *Chairman*; Stephen Arnold, *Vice-Chairman*; Richard Thomas, James Berghausen, Julie Martin, John Farrell and Margaret Johnson

**Absent from the Committee:** None

**Present from Town Council:** None

**Present from Town Staff:** John Troyer, *Director of Finance*; Cindaia Ervin, *Finance Assistant*

**Present from the 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. Roll Call-** See as noted above.

### **4. Approval of the Agenda**

- a. Chairman Fluker asked for a motion to approve the agenda. Mr. Thomas moved to approve the agenda as submitted. Mr. Berghausen seconded. By way of roll call, the motion was approved by a vote of 5-0-0.

### **5. Approval of Minutes**

- a. Accommodations Tax Advisory Committee Meeting August 12, 2021

Chairman Fluker asked for a motion to approve the meeting minutes from August 12, 2021. Mr. Thomas moved to approve the meeting minutes as submitted. Mrs. Johnson seconded. By way of roll call, the motion was approved by a vote of 5-0-0.

### **6. Appearance by Citizens**

Skip Hoagland, Windmill Harbour spoke to the Committee regarding the new policy that the Tourism Review Expenditure Committee implemented, the Hilton Head Island-Bluffton Chamber of Commerce and other Accommodation tax issues he had.

**7. New Business**

**a. Consideration of the Proposed Calendar Year 2022 Meeting Dates**

Chairman Fluker asked for a motion to approve the proposed calendar year 2022 meeting dates. Mr. Berghausen moved to approve the meeting dates as submitted. Mr. Arnold seconded. By way of roll call, the motion was approved by a vote of 7-0-0.

**b. Consideration of the Proposed Dates and Times for the Applicant Hearings**

Chairman Fluker asked for a motion to approve the proposed dates and times for the applicant hearings. Mr. Arnold moved to approve the proposed dates and times for the applicant hearings as submitted. Mr. Thomas seconded. By way of roll call, the motion was approved by a vote of 7-0-0.

**c. Preliminary Review of the 2022 Accommodations Tax Grant Applications**

Chairman Fluker expressed his dissent regarding the untimely filing of and Accommodations Tax Grant Application. He stated that during the review and recommendation meeting he would like to consider all those applicants that had timely filing first, then if there is funding remaining, consider the one application that was not filed timely. He urged that he did not want the Committee to set a precedence that deadlines are not important, and the rules can be adjusted. All Committee Members present echoed the Chairman’s thoughts and felt it was important to make their position known.

**8. Adjournment**

At 9:30 a.m. Mr. Fluker adjourned the meeting.

**Submitted by:** Cindaia Ervin, Secretary

**Approved:** \_\_\_\_\_



Town of Hilton Head Island  
**Accommodations Tax Advisory Committee**

Thursday, October 14, 2021, at 9:00 a.m.

## **MEETING MINUTES**

**Present from the Committee:** Jim Fluker, *Chairman*; Stephen Arnold, *Vice-Chairman*; Richard Thomas, James Berghausen, John Farrell and Margaret Johnson

**Absent from the Committee:** Julie Martin

**Present from Town Council:** None

**Present from Town Staff:** John Troyer, *Director of Finance*; and Cindaia Ervin, *Finance Assistant*

**Present from the 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. Roll Call-** See as noted above.

### **4. Approval of the Agenda**

- a. Chairman Fluker asked for a motion to approve the agenda. Mr. Thomas moved to approve the agenda as submitted. Mr. Berghausen seconded. By way of roll call, the motion was approved by a vote of 6-0-0.

### **5. Approval of Minutes-None**

### **6. Appearance by Citizens**

Skip Hoagland, Windmill Harbour, spoke to the Committee regarding the new policy that the Tourism Review Expenditure Committee implemented, the Hilton Head Island-Bluffton Chamber of Commerce and other Accommodation tax issues he had.

### **7. New Business**

- a. Hearing of Applicants

The following applicants made presentations to the Committee during the morning session:

1. Hilton Head Island-Bluffton Chamber of Commerce
2. World Affairs Council of HHI
3. Hilton Head Concours d'Elegance
4. Lowcountry Gullah

5. SC Lowcountry Tourism Commission
6. Mitchelville Preservation Project
7. The Sandbox
8. 12 Jewels of Life

During the presentation of the First Tee of the Lowcountry Mr. Farrell disclosed a potential conflict of interest and did not participate. When The Heritage Library presented Mr. Thomas disclosed a potential conflict of interest and did not participate. The required disclosure forms are on file.

The Committee broke for lunch at 12:40 p.m. and resumed the meeting at 1:20 p.m. During the afternoon session, the following applicants made presentations to the Committee.

9. HHI Rec Association
10. Lean Ensemble
11. The Outside Foundation
12. St. Patrick's Day Parade
13. The First Tee of the Lowcountry
14. Gullah Museum of Hilton Head
15. The Heritage Library
16. Long Cove Club
17. Sea Pines Forest Preserve

After the presentations concluded, Mr. Fluker thanked everyone for taking the time to present to the committee and adapting to the virtual meetings. Also, he reminded everyone that the next meeting will be Thursday October 21<sup>st</sup> at 9:00 a.m.

## **8. Adjournment**

At 4:25 p.m. Mr. Fluker adjourned the meeting.

**Submitted by:** Cindaia Ervin, Secretary

**Approved:** \_\_\_\_\_



Town of Hilton Head Island  
**Accommodations Tax Advisory Committee**

Thursday, October 21, 2021, at 9:00 a.m.

## **MEETING MINUTES**

**Present from the Committee:** Jim Fluker, *Chairman*; Stephen Arnold, *Vice-Chairman*; Richard Thomas, James Berghausen, John Farrell, and Margaret Johnson

**Absent from the Committee:** Julie Martin

**Present from Town Council:** None

**Present from Town Staff:** John Troyer, *Director of Finance*; and Cindaia Ervin, *Finance Assistant*

**Present from the 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. Roll Call-** See as noted above.

### **4. Approval of the Agenda**

- a. Vice Chairman Arnold asked for a motion to approve the agenda. Mr. Thomas moved to approve the agenda as submitted. Mr. Berghausen seconded. By way of roll call, the motion was approved by a vote of 5-0-0.

### **5. Approval of Minutes-None**

### **6. Appearance by Citizens-None**

### **7. New Business**

- a. Hearing of Applicants

The following applicants made presentations to the Committee during the morning session:

1. The Coastal Discovery Museum
2. Arts Center of Coastal Carolina
3. Art League of Hilton Head
4. Hilton Head Wine & Food
5. Hilton Head Choral Society
6. Hilton Head Dance Theater
7. NIBCAA
8. Hilton Head Island Airport

The Committee broke for lunch at 12:10 p.m. and resumed the meeting at 1:10 p.m. During the afternoon session, the following applicants made presentations to the Committee.

9. Hilton Head Symphony Orchestra
10. TedX Hilton Head
11. The Boys & Girls Club of Hilton Head Island
12. Hilton Head Island Land Trust
13. David Carmines Memorial Foundation
14. Hilton head Sea Turtle Patrol
15. Lowcountry Golf Course Owners Association
16. Shelter Cove Habrour Company
17. Harbour Town 4<sup>th</sup> of July

After the presentations concluded, Mr. Fluker thanked everyone for taking the time to present to the committee and adapting to the virtual meetings. At this time the Finance Department is waiting on the quarterly funds to be received. Once received the Director of Finance, John Troyer will provide the Committee with clear amount for funding. Mr. Fluker also reminded everyone that the last meeting for the committee will be Thursday, November 4<sup>th</sup> at 9:00 a.m.

## **8. Adjournment**

At 3:55 p.m. Mr. Fluker adjourned the meeting.

**Submitted by:** Cindaia Ervin, Secretary

**Approved:** \_\_\_\_\_

## Calendar Year 2021 Accommodations Tax Advisory Grant Requests

	2021 GRANTS			2021 Out-of-Cycle GRANTS			2022 GRANTS		
	2021 Applicant Request	ATAC Recommendation	Town Council Award	2021 Out-of-Cycle Request	ATAC Recommendation	Town Council Award	2022 Applicant Request	ATAC Recommendation	Town Council Award
12 Jewels of Life	\$ 40,000	\$ -	\$ -				\$ 20,000		
Art League of Hilton Head	\$ 65,000	\$ 65,000	\$ 65,000				\$ 95,000		
Arts Center of Coastal Carolina	\$ 325,000	\$ 325,000	\$ 325,000				\$ 405,000		
David M. Carmines Memorial Fnd	\$ 115,000	\$ 115,000	\$ 115,000				\$ 19,600		
Gullah Museum of Hilton Head Island	\$ 17,000	\$ 17,000	\$ 17,000				\$ 125,000		
Harbour Town Merchants Assoc.	Did not apply for 2021 ATAX Grant						\$ 23,000		
Hilton Head Choral Society	\$ 16,000	\$ 16,000	\$ 16,000				\$ 50,000		
Hilton Head Concours d'Elegance	\$ 88,000	\$ 88,000	\$ 88,000				\$ 307,000		
Hilton Head Dance Theater	\$ 19,000	\$ 19,000	\$ 19,000				\$ 19,000		
Hilton Head Island Airport	\$ 165,000	\$ 165,000	\$ 165,000				\$ 160,000		
Hilton Head Island Land Trust	\$ 30,000	\$ 28,684	\$ 28,684				\$ 41,000		
HHI Rec Association (Wingfest & Oyster Festival)	\$ 10,000	\$ 10,000	\$ 10,000				\$ 35,000		
HHI St. Patrick's Day Parade	Did not apply for 2021 ATAX Grant						\$ 50,000		
HHI Wine and Food, Inc.	\$ 88,000	\$ 88,000	\$ 88,000				\$ 130,000		
HHI-Bluffton Chamber of Commerce VCB	\$ 350,000	\$ 476,994	\$ 350,000				\$ 480,000		
Hilton Head Symphony Orchestra-Operations	\$ 270,000	\$ 270,000	\$ 270,000	\$ 30,000	\$ 29,813	\$ 29,813	\$ 270,000		
Lean Ensemble Theatre	\$ 40,000	\$ 40,000	\$ 40,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 40,000		
Lowcountry Golf Course Owners Assoc.	\$ 50,000	\$ 50,000	\$ 50,000				\$ 100,000		
Long Cove Club	Did not apply for 2021 ATAX Grant						\$ 30,000		
Lowcountry Gullah	\$ 75,000	\$ 75,000	\$ 75,000				\$ 75,000		
Mitchelville Preservation Project	\$ 185,000	\$ 185,000	\$ 185,000				\$ 185,000		
Native Island Business & Community Operation R & R	\$ 225,000	\$ 225,000	\$ 225,000				\$ 205,000		
Palmetto Quilt Guild (New Application)	\$ 15,000	\$ 2,000	\$ 2,000	\$ 4,110	\$ 4,110	\$ 4,110			
SC Lowcountry & Resort Isl Trsm Comm.	Did not apply for 2021 ATAX Grant						\$ 64,900		
Sea Pines Forest Preserve	Did not apply for 2021 ATAX Grant						\$ 35,000		
Sea Turtle Patrol HHI	\$ 10,660	\$ -	\$ -	\$ 37,648	\$ 26,988	\$ 26,988	\$ 47,900		
Shelter Cove Harbour Company	Did not apply for 2021 ATAX Grant						\$ 150,000		
Skull Creek July 4th Celebration	Did not apply for 2021 ATAX Grant								
TEDxHilton Head	Did not apply for 2021 ATAX Grant						\$ 45,000		
The Boys & Girls Club of Hilton Head	Did not apply for 2021 ATAX Grant						\$ 30,000		
The Coastal Discovery Museum-Operations	\$ 310,000	\$ 310,000	\$ 310,000	\$ 64,319	\$ 64,319	\$ 64,319	\$ 325,000		
The Coastal Discovery Museum-Honey Horn Capital Improvements	\$ 350,000	\$ 350,000	\$ 350,000						
The Children's Center (New Application)				\$ 30,000	\$ -	\$ -			
The First Tee of the Lowcountry- Operations	\$ 25,000	\$ 25,000	\$ 25,000	\$ 30,000	\$ 30,000	\$ 30,000	\$ 40,000		
The Heritage Library	\$ 110,000	\$ 110,000	\$ 110,000				\$ 120,000		
The Outside Foundation	\$ 20,000	\$ 10,367	\$ 10,367	\$ 20,000	\$ 20,000	\$ 20,000	\$ 40,000		
The Sandbox	\$ 17,875	\$ 17,875	\$ 17,875	\$ 143,202	\$ 135,000	\$ 135,000	\$ 44,400		
Town of Hilton Head Island-Operations	\$ 1,000,000	\$ 1,126,994	\$ 1,000,000						
World Affairs Council of HH	\$ 10,000	\$ 8,984	\$ 8,984				\$ 10,000		
<b>Total</b>	<b>\$ 4,066,535</b>	<b>\$ 4,244,898</b>	<b>\$ 3,990,910</b>	<b>\$ 384,279</b>	<b>\$ 335,230</b>	<b>\$ 335,230</b>	<b>\$ 3,816,800</b>	<b>\$ -</b>	<b>\$ -</b>

**AMOUNT REMAINING**

**\$ 49,049 \$ 49,049**