



Town of Hilton Head Island  
**Accommodations Tax Advisory Committee**  
Thursday, September 30, 2021, 9:00 a.m.  
**AGENDA**

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The Town Council Meeting will be conducted virtually and can be viewed on the [Town of Hilton Head Island Public Meetings Facebook Page](#). A Facebook account is not required to access the meeting livestream.

**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. Approval of the Agenda**

**4. Approval of Minutes**

a. Accommodations Tax Advisory Committee Regular Meeting – August 12, 2021

**5. 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., Wednesday September 29, 2021.*

*Citizens may also submit written comments via the [Town's Open Town Hall Portal](#). The portal will also close at 4:30 p.m., Wednesday, September 29, 2021. Comments submitted through the portal will be shared with the Committee and made part of the official record.*

**6. New Business**

- a. Consideration of the Proposed Calendar Year 2022 Meeting Dates
- b. Consideration of the Proposed Dates and Times for Applicant Hearings
- c. Preliminary Review of the 2022 Accommodations Tax Grant Applications.

**7. 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, August 12, 2021, at 9:00 a.m.

## **MEETING MINUTES**

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

**Absent from the Committee:** Richard Thomas, Julie Martin, and James Berghausen

**Present from Town Council:** None

**Present from Town Staff:** John Troyer, *Director of Finance*; Jennifer McEwen, *Director of Cultural Affairs*; Rene Phillips, *Web Administrator*; 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 Minutes**

#### **a. Accommodations Tax Advisory Committee Meeting July 8, 2021**

Chairman Fluker asked for a motion to approve the meeting minutes from July 8, 2021. Mr. Arnold moved to approve the meeting minutes as submitted. Mrs. Johnson seconded. By way of roll call, the motion was approved by a vote of 4-0-0.

### **5. 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.

### **6. New Business**

#### **a. Calendar Year 2022 Accommodations Tax Grant Application Workshop to discuss the Application procedure, expectations and to address Applicant questions and concerns.**

James Fluker, Chairman, invited Rene Phillips, Website Administrator for the Town, to walk workshop attendees through the 2022 Accommodations Tax Grant online application process. Ms. Phillips explained the application in detail including the update portion of the application regarding tourist and visitor calculations and she also highlighted common questions she has received from past years. She informed the applicants of helpful hints including not to “cut and paste” responses

from Microsoft Word since doing so will add background data that can affect the over-all word count when answering questions. She also mentioned that when logging in with the organization's username and password, the application will pre-populate the 2022 application with information submitted for the 2021 application, including the budgets and financial statements, so that only the current years budgetary information will need to be uploaded. Ms. Phillips emphasized that if an applicant finds they have uploaded a document in error, or if technical assistance is needed, they should contact her for help via phone or email. Finally, she reminded the group that September 3<sup>rd</sup> at 4:00 pm is the absolute deadline for the 2022 Accommodations Tax Grant application submittals.

Following Ms. Phillips presentation, Cindaia Ervin, Committee Secretary, asked for those in attendance if they had questions regarding the application or process for 2022. Many attendees asked general questions regarding the hearing dates and the status of virtual meetings for the Town. Ms. Ervin stress that all funds remaining for the 2021 grant cycle must be used by December 31, 2021. Mr. Fluker thanked Ms. Phillips and Ms. Ervin for their guidance on the application and process and invited the workshop attendees to please contact Town Staff with additional questions or concerns should they have any during the process.

### **7. Chairman's Report**

Mr. Fluker, Chairman gave a brief statement regarding how Accommodation's tax funding is distributed per statute. The purpose of the Committee is to review potential applicants for funding and recommend those for funding to Town Council for final consideration. State statute allows for the funding in 8 categories and the Committee consistently awards three categories; marketing and promotion, event related costs and facilities maintenance if found allowable. Mr. Fluker stated that annually the Town must submit a report to the Tourism Review Expenditures Committee of the previous years awarded grants and the amount spent. If any awarded applicant is deemed as not an appropriate use of funding, then the Town must return those funds to the State. During a discussion by the Committee on the topic, Mr. Arnold asked that all applicants submit all the necessary information that the grant application asks for as it is important in the reviewing of the applications. Mr. Fluker thanked the other Committee members for their input and dialog of the awarding of the potential applicants.

### **8. Adjournment**

At 10:03 a.m. Mr. Fluker adjourned the meeting.

**Submitted by:** Cindaia Ervin, Secretary

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

## ACCOMMODATIONS TAX ADVISORY COMMITTEE 2022 SCHEDULE

Thursday	April 7	9:00 a.m. – DMO Budget & Marketing Plan Presentation	Council Chambers
Thursday	July 7	9:00 a.m. – Swearing in of members & Election of officers	Council Chambers
Monday	August 1	8:00 a.m. – Grant Application available for electronic filing	<a href="http://www.hiltonheadislandsc.gov">www.hiltonheadislandsc.gov</a>
Thursday	August 11	9:00 a.m. – ATAX Applicant Workshop	Council Chambers
Friday	September 2	4:00 p.m. – Application Deadline	<a href="http://www.hiltonheadislandsc.gov">www.hiltonheadislandsc.gov</a>
Thursday	September 29	9:00 a.m. – Preliminary Review of Applications	Council Chambers
Thursday	October 13	9:00 a.m. – 4:30 p.m. Applicant Hearings	Council Chambers
Thursday	October 20	9:00 a.m. – 4:30 p.m. Applicant Hearings	Council Chambers
Thursday	November 3	9:00 a.m. – Review and Recommendations	Council Chambers

**Note:** Town Council will meet to award the Accommodations Tax Grant, date TBD.

**APPROVED:** \_\_\_\_\_

	<b>Thursday October 14, 2021</b>		<b>Thursday October 21, 2021</b>
<b>TIME</b>	<b>APPLICANT</b>		<b>APPLICANT</b>
9:10-9:40	Hilton Head Island-Bluffton Chamber of Commerce	9:10-9:30	The Coastal Discovery Museum
9:40-10:00	World Affairs Council of HHI	9:30-9:50	Arts Center of Coastal Carolina
10:00-10:20	Hilton Head Concours d'Elegance	9:50-10:10	Hilton Head Choral Society
10:20-10:40	Lowcountry Gullah	10:10-10:30	Hilton Head Island Wine & Food
10:40-11:00	BREAK	10:30-10:50	BREAK
11:00-11:20	SC Lowcountry Tourism Commission	10:50-11:10	Hilton Head Choral Society
11:20-11:40	Mitchelville Preservation Project	11:10-11:30	Hilton Head Dance Theater
11:40-12:00	The Sandbox	11:30-11:50	NIBCAA
12:00-12:20	12 Jewels of Life	11:50-12:10	Hilton Head Island Airport
12:20-1:20	LUNCH	12:10-1:10	LUNCH
1:20-1:40	HHI Rec Association	1:10-1:30	Hilton Head Symphony Orchestra
1:40-2:00	Lean Ensemble Theater	1:30-1:50	TedX Hilton Head
2:00-2:20	The Outside Foundation	1:50-2:10	The Boys & Girls Club of Hilton Head Island
2:20-2:30	BREAK	2:10-2:20	BREAK
2:30-2:50	St. Patrick's Day Parade	2:20-2:40	Hilton Head Island Land Trust
2:50-3:10	The First Tee of the Lowcountry	2:40-3:00	David Carmines Memorial Fnd.
3:10-3:30	Gullah Museum of Hilton Head	3:00-3:20	Hilton Head Sea Turtle Patrol
3:30-3:50	The Heritage Library	3:20-3:40	Lowcountry Golf Course Owners Assoc.
3:50-4:10	Long Cove Club	3:40-4:00	Shelter Cove Harbour Company
4:10-4:30	Sea Pines Forest Preserve	4:10-4:20	Harbour Town 4 <sup>th</sup> of July