



Town of Hilton Head Island
**Finance & Administrative
Regular Committee Meeting**

Tuesday, May 4, 2021, 2:00 p.m.

MEETING MINUTES

Present from the Committee: Tom Lennox, *Chairman*; Bill Harkins, Glenn Stanford, Alexander Brown, Jr. and Tamara Becker (*Alternate*) *Council Members*

Present from Town Council: David Ames; Council Member

Present from Town Staff: Marc Orlando, *Town Manager*; Josh Gruber, *Deputy Town Manager*; John Troyer, *Director of Finance*; Cindaia Ervin; *Finance Assistant*

Present from the Media: None

1. Call to Order

The Chairman called the meeting to order at 2:00 p.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 Agenda

Chairman Lennox asked for a motion to approve the agenda. Mr. Stanford made a motion to approve the agenda as submitted. Mr. Harkins seconded. By way of roll call, the motion was approved by a vote of 4-0-0.

5. Approval of Minutes-None

6. Citizens Comments

Public comments concerning today's agenda items were to be submitted electronically via the Town's Open Town Hall portal. The public comment period closed the day prior to the meeting at Noon. At the conclusion of the Open Town Hall there were no comments; however, there was one caller that signed up to address the Committee at today's meeting.

Skip Hoagland: Addressed members of the Committee via phone regarding FOIA compliance and his thoughts of corruption within the Town of Hilton Head Island.

7. Unfinished Business- None

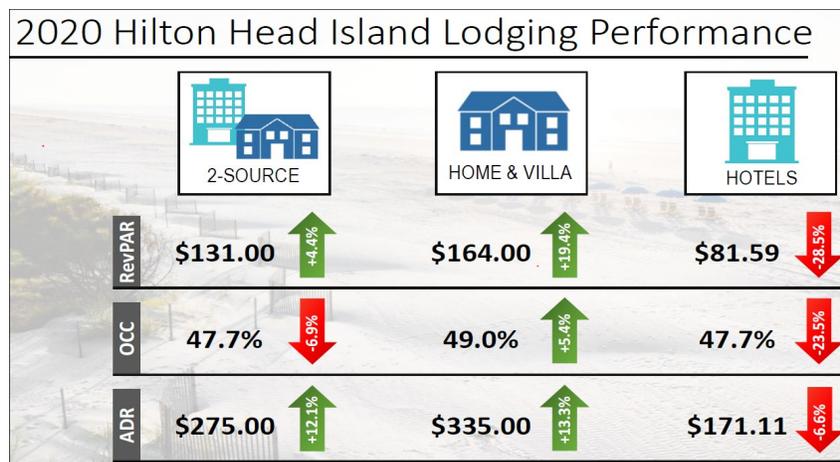
8. New Business

a. Discussion Regarding Destination Marketing Organization Year End Performance Metrics

Tom Lennox, Chairman, opened the meeting with a brief statement outlining today's meeting. He introduced Ariana Pernice of the Hilton Head Island-Bluffton Chamber of Commerce who presented the 2020 Destination Marketing Organizations (DMO) Industry Metrics based on their contract with the Town. The purpose of a DMO is to represent the destination and help in the long-term development of a community through the creation and implementation of travel and tourism strategy. The mission of the DMO is to lead the local travel and tourism industry by marketing and guiding the Hilton Head Island destination brand experience to generate sustainable economic vitality. With the efforts of the 1.2M web conversions to its local partners, Hilton Head was able to host 2.61M visitors in 2020 with a \$15.90 ROI per dollar of marketing money invested. From tourism, 17,902 jobs were generated which accounts for 15.6% of all jobs in Beaufort County.

The DMO initiated a very effective public relations and media recognition of Hilton Head with over 1,866 covered stories with 8.1B impressions for an ad equivalency of \$19M. With receiving accolades in world renowned publications as Conde Naste & Travel and Leisure the DMO has been able to continue to tell the "story" of Hilton Head. These accolades demonstrate that Hilton Head stayed on the minds of visitors not only when weather related events occurred but also through the Global Pandemic of Covid-19. Mrs. Pernice explained that organic search uses key words that the visitor uses to search themselves about the destination versus paid target media advertising. The DMO uses Google to track these searches which allows them to understand what is on the consumer's mind.

Mrs. Pernice also provided the Committee with the 2020 Lodging Performance for Hilton Head:



Local Accommodations and Hospitality Tax Revenues are up by 13% and have been up over the last five years. The trends of past years have been up and this is what can be used to weigh the effectiveness of the tourism industry on the Island. The Committee was very encouraged by what was presented to them and what the future holds based on the services the Town receives from the DMO. Mr. Lennox asked for a motion to accept and forward the Destination Marketing Organization year end performance metrics to Town Council for their review. Mr. Harkins moved to approve the motion. Mr. Stanford seconded. By way of roll call, the motion

was approved by vote of 4-0-0. The Committee Members were pleased with the industry metrics provided for 2020 and Mr. Lennox stated the he would report to Town Council that the DMO is following the current agreement and thanked those present from the Hilton Head Island-Bluffton Chamber of Commerce.

9. Adjournment

At 3:03 p.m. Mr. Harkins moved to adjourn. Mr. Stanford seconded. By way of roll call, the motion to adjourn was approved by vote of 4-0-0.

Submitted by: Cindaia Ervin, Secretary

Approved: July 20, 2021