



Town of Hilton Head Island
Finance & Administrative Committee
Tuesday, April 19, 2022, 10:00 a.m.
MEETING MINUTES

Present from the Committee: Tom Lennox, *Chairman*; Bill Harkins; Glenn Stanford; Alexander Brown, Jr.

Present from Town Council: John McCann, *Mayor*; Tamara Becker; David Ames

Present from Town Staff: Marc Orlando, *Town Manager*; Josh Gruber, *Deputy Town Manager*; Shawn Colin, *Assistant Town Manager-Community Development*; Angie Stone, *Assistant Town Manager*; John Troyer, *Director of Finance*; Chris Yates, *Development Services Manager*; Carolyn Grant, *Communications Director*; Jenn McEwan, *Director of Cultural Affairs*; Krista Wiedmeyer, *Town Clerk*; Karen Knox, *Senior Administrative Assistant*; Cindaia Ervin, *Finance Assistant*

1. Call to Order

The Chairman called the meeting to order at 10:00 a.m.

2. FOIA Compliance

Ms. Wiedmeyer confirmed compliance with the South Carolina Freedom of Information Act.

3. Roll Call as noted above.

4. Approval of the Agenda

5. Approval of Minutes

a. Regular Meeting – March 15, 2022

Mr. Harkins moved to approve. Mr. Stanford seconded. Motion carried 4-0.

6. Appearance by Citizens

Skip Hoagland addressed members of the Committee regarding the DMO Contract; ATAX Committee funds and illegal funding.

7. New Business

a. **Presentation of the 2021 Hilton Head Island-Bluffton Chamber of Commerce Destination Marketing Organization Industry Metrics**

Ariana Pernice reviewed and gave a presentation on the 2021 Hilton Head Island-Bluffton Chamber of Commerce Destination Marketing Organization Industry Metrics. This report, based on the prior calendar year, provides visitor and satisfaction surveys; revenue per available room; occupancy rates; return on investment for visitor spending per dollar of investment and other pertinent information. After her presentation, she answered

questions posed to her by the Committee. Mr. Stanford moved to accept the Matrix Report. Mr. Harkins seconded. Motion carried 4-0.

b. Consideration of a Resolution Authorizing the Implementation of a Home Safety and Repair Program Including the Execution of a Memorandum of Understanding with the Lowcountry Council of Governments to Handle Income Certification

Shawn Colin gave a presentation and advised the Town of Hilton Head Island has established the Home Safety and Repair Program to assist low-income homeowners and households of the Island with property repairs and improvements that will help to increase the quality of life for all residents while creating a safer, more vibrant community that retains its character and provides for quality affordable housing. After Mr. Colin's presentation, he answered questions posed to him from the Committee. Mr. Harkins moved that the Finance and Administrative Committee forward a recommendation to Town Council to adopt a Resolution authorizing the Program for implementation, including the execution of a Memorandum of Understanding with the Lowcountry Council of Governments to perform the household income certification required to meet eligibility criteria. Mr. Standford seconded. Motion carried 4-0.

c. Consideration of a Resolution Authorizing the Implementation of a Sewer Connection Program Including the Execution of a Memorandum of Understanding with Deep Well, the Lowcountry Council of Governments, and the Hilton Head Public Service District

Shawn Colin gave a presentation and advised the Town of Hilton Head Island is establishing the Sewer Connection Program to assist low-to-moderate-income households earning up to 100% of the area median income (AMI), who do not qualify for Project SAFE grants or who qualify for partial Project SAFE grants to connect to public sanitary sewer. Mr. Colin reviewed the Program Summary, Qualifications, Limitations, Application Prioritization, Program Process, Forms and Documentation, Communication Strategy and Next Steps. After Mr. Colin's presentation, he answered questions posed to him by the Committee. Mr. Harkins moved that the Finance and Administrative Committee forward a recommendation to Town Council to adopt a Resolution authorizing the Program for implementation, including the execution of a Memorandum of Understanding with Deep Well, the Lowcountry Council of Governments, and Hilton Head Island Public Service District to define roles in implementing the program. Mr. Stanford seconded. Motion carried 4-0.

d. Consideration of Proposed Ordinance 2022-09, Amending Section 4-5-20 of the Municipal Code of the Town of Hilton Head Island, South Carolina, Extending Expiration Date of the Real Estate Transfer Fee from December 31, 2024, to December 31, 2044

John Troyer advised the Real Estate Transfer Fee was adopted by Town Council in 1990 to maintain the environmental quality of the Island, to acquire lands for public ownership, maintain open space and environmental protection, acquire developed land or development rights to convert its use to a public use, restore previously developed property to open space, or to redefine and reuse previously developed property in accordance with the Town's current comprehensive plan. The fee is set to expire on

December 31, 2024. Proposed Ordinance 2022-09 will extend the fee for 20 years, expiring December 31, 2044. The fee will remain at its existing rate, which is 0.25 of 1% of the gross sale price of each real estate transaction within the municipal limits of the Town. Mr. Harkins moved that the Finance and Administrative Committee forward a recommendation to Town Council to consider an Ordinance extending the expiration date of the Real Estate Transfer Fee from December 31, 2024, until December 31, 2044. Mr. Stanford seconded. Motion carried 4-0.

e. Consideration of a Resolution Authorizing the Town Manager to Enter into a Memorandum of Understanding with South Island Dredging Association to Provide Funding Assistance for the Dredging of Harbour Town Yacht Basin

John Troyer advised the Committee that the South Island Dredging Association seeks financial assistance from the Town for its program of periodically dredging the Harbour Town Yacht Basin and Braddock Cove Creek. Both are used by the public for docking, sightseeing, navigation, and provide access to public and other amenities and other tourism-related activities. The agreement shall include a term of two years and funds provided by the Town shall not exceed a cumulative total of \$600,000 from collected Hospitality Taxes. Mr. Harkins moved that the Finance and Administrative Committee forward a recommendation to Town Council authorizing the Town Manager to enter into an agreement with the South Island Dredging Association to assist in the dredging of the Harbour Town Yacht Basin and Braddock Cove Creek. Mr. Stanford seconded. Motion carried 4-0.

f. Consideration of Proposed Ordinance 2022-10 Amending Sections 10-9-10 and 10-9-30 of the Municipal Code for the Town of Hilton Head, South Carolina, Regarding the Billing for Ambulance Services

John Troyer advised the Committee that during an annual Account Performance Review with the Town's EMS billing contractor, EMS Management & Consultants, it was recommended that the Town consider a rate increase to ensure that EMS revenue collections are optimal based on the industry standards. The Centers for Medicare and Medicaid Services issued CY2022 Medicare Physician Fee Schedule effective January 1, 2022. Based on the fee schedule, EMS/MC recommended that the Town set ambulance rates at 150% or above of the Medicare's Physician Fee Schedule. The projected revenue from the rate increase is an estimated \$125,000 annually or approximately 7% increase in net EMS revenue collections.

In addition, since Medicare's Physician Fee Schedule is issued annually, staff recommends updating Chapter 9 of Title 10, Sec. 10-9-10 and Sec. 10-9-30, to include language that the Town's ambulance fee schedule will be set at 150% or above of the most recent Centers for Medicare and Medicaid Services (CMS) Physician Fee Schedule (PFS) and removing the ambulance fee table from the Ordinance. Staff also recommends that the Town's ambulance fee schedule be published and available on the Town's website. Mr. Harkins moved that the Finance and Administrative Committee forward a recommendation to Town Council and consider approval of Proposed Ordinance 2022-10, amending Chapter 9 of Title 10 (Fee Schedule for Billing Ambulance Services), Sec. 10-9-10 (General Fee Schedule) and Sec. 10-9-30 (Billing) to increase the Town of Hilton

Head Island's ambulance fee schedule to meet industry standards set by the Centers for Medicare and Medicaid Services. Mr. Stanford seconded. Motion carried 4-0.

g. Town of Hilton Head Island Financial Update

Mr. Troyer mentioned he had a very positive conversation with the Rating Agency, Moody's. Moody's is one of our Bond raters. We have a AAA rating with them. This past week they advised it was time to look at our finances. Two years ago, with Covid, Moody's put all coastal communities across the Country on credit watch as their expectation was with the shutdown, coastal communities who are dependent upon tourism will be in trouble. Yesterday we had a conversation detailing our 2020, 2021 results and the year-to-date 2022 through March. Moody's was very pleased on how we are doing, and we expect to keep a strong relationship with them. Upon the conclusion of the presentation, he answered questions posed to him by the Committee.

8. Adjournment

The meeting adjourned at 12:00 p.m.

Submitted by: Karen D. Knox
Senior Administrative Assistant

Approved: May 17, 2020

The recording of this meeting can be found on the Town's website at www.hiltonheadislandsc.gov.