

STATE ACCOMODATION TAX COMMEETEE MEETING
Municipal Center Council Chambers
November 15, 2023

Minutes

I. **Call to Order:** *Chairman Heidingsfelder called the meeting to order at 2:00 pm.*

II. **Roll Call:**

Present at Meeting: Michael Heidingsfelder, *Chairman*
 Amy Anderson
 David Wohl
 Don Semmler
 Jodi Rush
 Roger Warren
 Steven Ellis

Absent: John Wilson

Also Present: Stephanie Tillerson, Town Administrator
 Dorota Szubert, Finance Director

III. **Approval of Minutes:**

A. State Accommodation Tax Committee minutes of March 31, 2023.

Chairman Heidingsfelder made a motion to approve the minutes of the State Accommodation Tax Committee meeting of March 31, 2023. The motion was seconded and unanimously approved.

IV. **Old Business:**

None

V. **New Business:**

A. November Applications for Fiscal Year 2023-2024

Category #	Project	Applicant Sponsor	2023/2024 November Requested Amount
1	Destination Marketing & Advertising	Andell Inn	\$ 40,000.00
1	Marketing of Kiawah Island Events & Holiday Programing	Kiawah Island Golf Resort	\$ 200,000.00
		Totals	\$ 240,000.00

Meridith Klindtworth, with the Andell Inn, presented a request for an additional \$40,000 to expand Andel Inn’s Google ads campaign based on its success so far.

Liz King, with the Kiawah Island Golf Resort, presented details of the extensive holiday programming for the next few weeks and the upcoming Kiawah Island Marathon. Her request was for an additional \$200,000 to promote these events and the Island more broadly.

After the funding request presentations, the Committee Members engaged in a discussion about supporting short-term rentals on the island and programs tailored for individual homeowners who support the local economy by providing rental accommodations.

Dorota Szubert announced the committee recommends fully funding both applications, which will be presented to the Ways and Means Committee and then to the Town Council for final approval.

VI. Citizens' Comments:

None

VII. Committee Member's Comments:

None

VIII. Adjournment:

Chairman Heidingsfelder made a motion to adjourn the meeting.

Submitted by,



Dorota Szubert

5/30/24

Date