

STATE ACCOMODATION TAX COMMEETEE MEETING
Municipal Center Council Chambers
April 12, 2024, 2:00 PM

Minutes

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

II. Roll Call:

Present at Meeting: Michael Heidingsfelder, *Chairman*
David Wohl
Don Semmler
Jodi Rush
Kelly Sach
Roger Warren

Present Via Zoom: Steven Ellis
Amy Anderson

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

III. Approval of Minutes:

A. State Accommodation Tax Committee minutes of November 15, 2023.

Chairman Heidingsfelder made a motion to approve the minutes of the State Accommodation Tax Committee meeting of November 15, 2023. The motion was seconded and unanimously approved.

IV. Old Business:

None

V. New Business:

A. Discussion of the Promotional Fund-30% of SATAX Funds

The Committee Members engaged in a discussion regarding the Charleston Visitors Bureau's (CVB) marketing efforts for Kiawah Island. Members debated the effectiveness of current digital campaigns and suggested a more collaborative approach with the CVB to enhance promotional strategies. They also requested the CVB provide budget details and performance measurements before the April 25th meeting for the Committee Members' thorough review.

B. Distribution of SATAX Applications

Chairman Heidingsfelder presented the amount of money allotted for FY 2024-2025 funding and invited members to review the applications in preparation for the next meeting.

VI. Citizens' Comments:

None

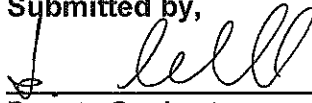
VII. Committee Member's Comments:

None

VIII. Adjournment:

Chairman Heidingsfelder made a motion to adjourn the meeting. The motion was seconded and unanimously approved.

Submitted by,



Dorota Szubert

5/30/24

Date