

**STATE ACCOMODATION TAX COMMEETEE MEETING**  
**Municipal Center Council Chambers**  
**April 25, 2024, 1:00 PM**

**Minutes**

I. **Call to Order:** *Chairman Heidingsfelder called the meeting to order at 1:00 pm.*

II. **Roll Call:**

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

**Also Present:** Stephanie Tillerson  
Dorota Szubert  
Laurie Smith, CVB  
Tripp Hays, CVB  
Chris Campbell, CVB

III. **Approval of Minutes:**

A. State Accommodation Tax Committee minutes of April 12, 2024.

*Chairman Heidingsfelder made a motion to approve the minutes of the State Accommodation Tax Committee meeting of April 12, 2024. The motion was seconded and unanimously approved.*

IV. **Presentation:**

A. Charleston Visitors Bureau Budget

Laurie Smith, Tripp Hays and Chris Cambell, representatives from Explore Charleston, also known as the Charleston Visitors Bureau, presented their marketing and advertising strategies for Kiawah Island and the budget for the fiscal year 2024-2025. During the discussion following the presentation, members raised some concerns regarding the lack of detailed breakdown in certain areas of the budget and the effectiveness of traditional advertising methods versus digital marketing strategies. It was agreed to provide more detailed budget allocations before committee recommendation for Town Council approval.

V. **Old Business:**

None

VI. **New Business:**

A. Review of Applications for Fiscal Year 2024-2025

The following applications were presented by their representatives:

Project	Applicant Sponsor	2024/2025 Application Request
Destination Marketing & Advertising	Andell Inn	\$ 484,000.00
Rentals Advertising and Marketing	Akers Ellis	\$ 148,000.00
Events Promotion	Freshfields Village / Freshfileds (EDENS) LLC	\$ 35,000.00
Tourism Marketing & Advertising	Freshfields Village / Freshfileds (EDENS) LLC	\$ 65,000.00
Garden & Gun + Freshfields Village / Kiawah Partnership	Freshfields Village / Freshfileds (EDENS) LLC	\$ 160,000.00
Kiawah Island Map & Guest Guide	Kiawah Island Community Association	\$ 5,500.00
Marketing of KI Events and Holiday Programing	Kiawah island Golf Resort	\$ 475,000.00
Advanced Medical Support	St. Johns Fire District	\$ 170,000.00
Eastern Bird Banding Association 2025 Annual Meeting	Town of Kiawah Island - Wildlife	\$ 16,700.00
Beach Patrol Services	Town of Kiawah Island	\$ 408,000.00
Charleston County Sheriff Deputies	Town of Kiawah Island	\$ 509,000.00
Charleston County Emergency Medical Services	Town of Kiawah Island	\$ 509,282.00
		\$ 2,985,482.00

Committee members engaged in an in-depth discussion of each application and provided their individual recommendations that were averaged to arrive at funding as follow:

Project	Applicant Sponsor	2024/2025 Application Request	SATAX Committee Funding Recommendation
Destination Marketing & Advertising	Andell Inn	\$ 484,000.00	212,500
Rentals Advertising and Marketing	Akers Ellis	\$ 148,000.00	\$ 123,000
Events Promotion	Freshfields Village / Freshfileds (EDENS) LLC	\$ 35,000.00	\$ 35,000
Tourism Marketing & Advertising	Freshfields Village / Freshfileds (EDENS) LLC	\$ 65,000.00	\$ 65,000
Garden & Gun + Freshfields Village / Kiawah Partnership	Freshfields Village / Freshfileds (EDENS) LLC	\$ 160,000.00	\$ 145,000
Kiawah Island Map & Guest Guide	Kiawah Island Community Association	\$ 5,500.00	\$ 5,000
Marketing of KI Events and Holiday Programing	Kiawah island Golf Resort	\$ 475,000.00	\$ 471,000
Advanced Medical Support	St. Johns Fire District	\$ 170,000.00	\$ 146,000
Eastern Bird Banding Association 2025 Annual Meeting	Town of Kiawah Island - Wildlife	\$ 16,700.00	\$ 16,000
Beach Patrol Services	Town of Kiawah Island	\$ 408,000.00	\$ 392,000
Charleston County Sheriff Deputies	Town of Kiawah Island	\$ 509,000.00	\$ 489,000
Charleston County Emergency Medical Services	Town of Kiawah Island	\$ 509,282.00	\$ -
	Totals for Year Ending	\$ 2,985,482.00	\$ 2,099,500.00

The committee members agreed with the \$2,099,500 in funding recommendations and plan a meeting in the fall to allocate leftover available funds for 2024-2025 fiscal year.

**Chairman Heidingsfelder motioned to approve the above recommendations to the Ways and Means Committee. Steven Ellis second the motion and it was unanimously approved.**


VII. **Citizens' Comments:**  
None

VIII. **Committee Member's Comments:**  
None

IX. **Adjournment:**

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

Submitted by,

  
\_\_\_\_\_

Dorota Szubert

6/19/24  
\_\_\_\_\_

Date