

MAYOR PRO TEMPORE:
Michael Heidingsfelder

COUNCIL MEMBERS:
Bradley D. Belt
Russell A. Berner
Madeleine Kaye



TOWN ADMINISTRATOR:
Stephanie Tillerson

TOWN ATTORNEY:
Mac McQuillin

TOWN OF KIAWAH ISLAND
State Accommodation Tax Committee Meeting
Kiawah Island Municipal Center
Council Chambers
April 25, 2024; 1:00 PM

AGENDA

- I. Call to Order:**
- II. Roll Call:**
- III. Approval of Minutes:**
 - A. SATAX Meeting Minutes of April 12, 2024
- IV. Presentation:**
 - A. Charleston Visitors Bureau Budget
- V. Old Business:**

None
- VI. New Business:**
 - A. Review of Application for Fiscal Year 2024-2025
- VII. Citizens Comments:**
- VIII. Adjournment:**

STATE ACCOMODATION TAX COMMEETEE MEETING
Municipal Center Council Chambers
April 12, 2024, 2 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*
Amy Anderson via Zoom
David Wohl
Don Semmler
Jodi Rush
Kelly Sach
Roger Warren
Steven Ellis via Zoom

Also Present: Stephanie Tillerson
Dorota Szubert

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 the discussion regarding the marketing efforts of the Charleston Visitors Bureau (CVB) for Kiawah Island. Members debated the effectiveness of current digital campaigns and suggested a more collaborative approach with CVB to enhance promotional strategies. They also requested the CVB to provide budget details and performance measurements before the April 25, 2024, meeting for their 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 to 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

Approved by,

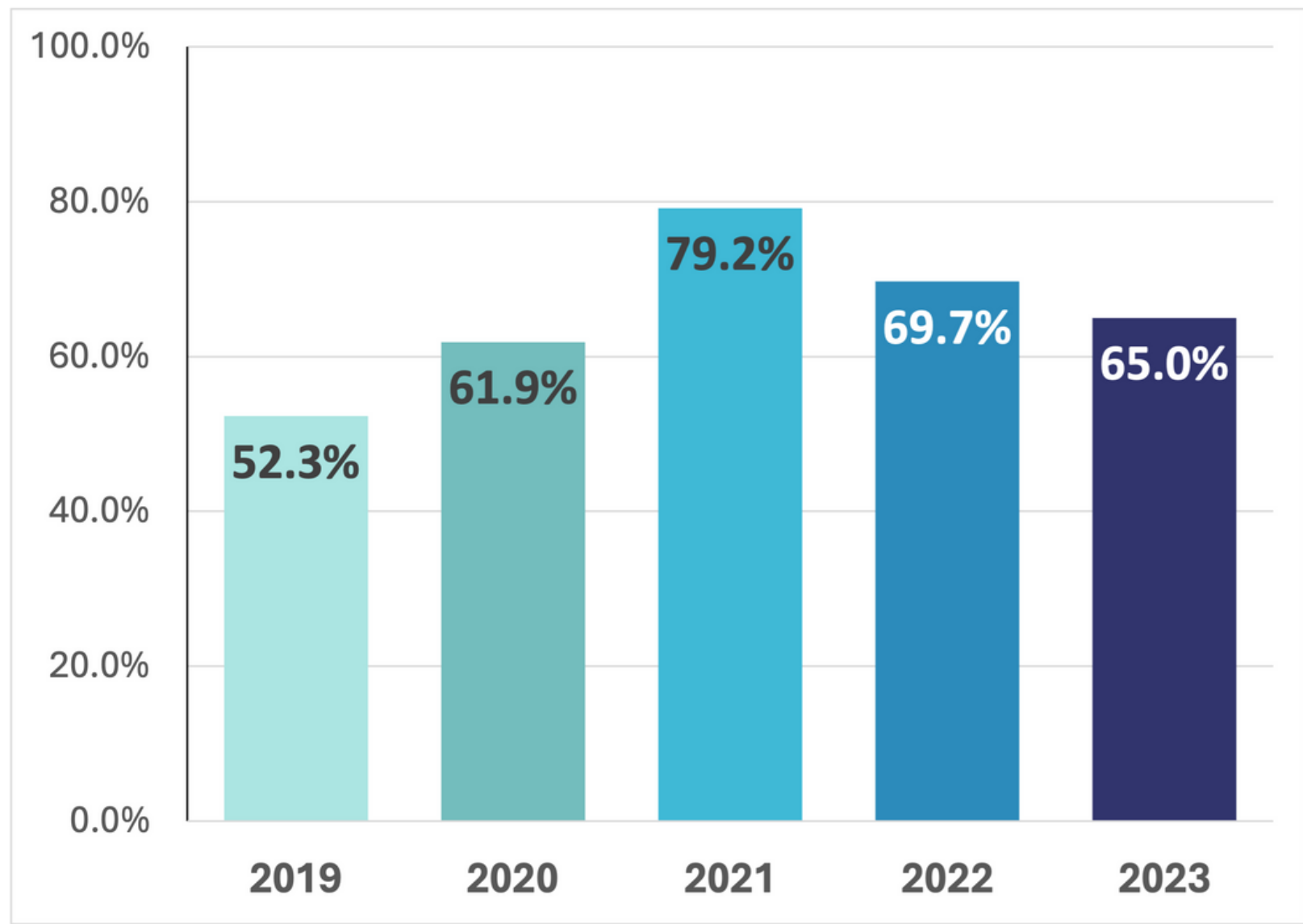
Michael Heidingsfelder, Chairman

Date

Kiawah Island Vacation Rental Performance

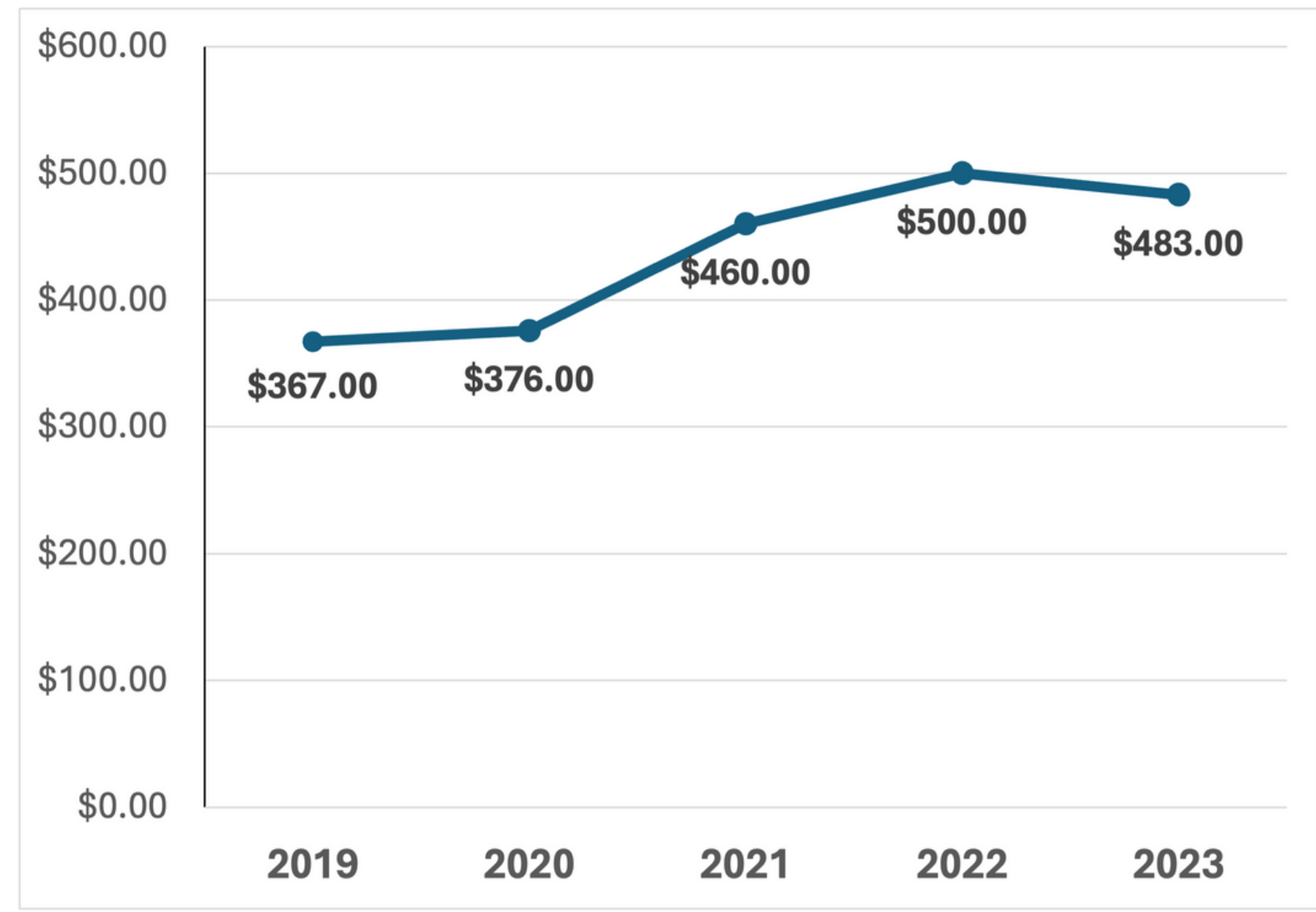
YOY

Adjusted Paid and Owner Occupancy



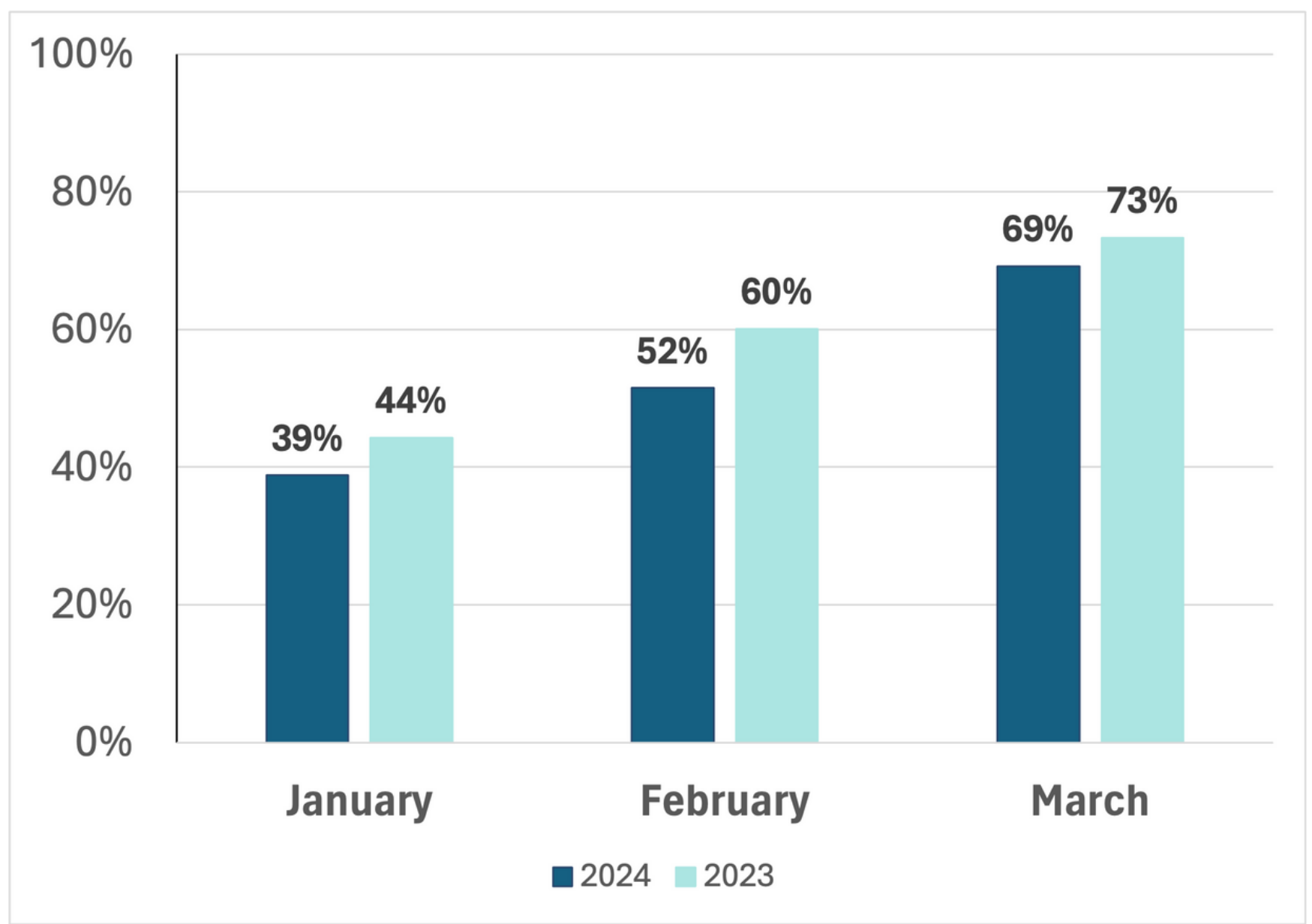
YOY

Average Daily Rate

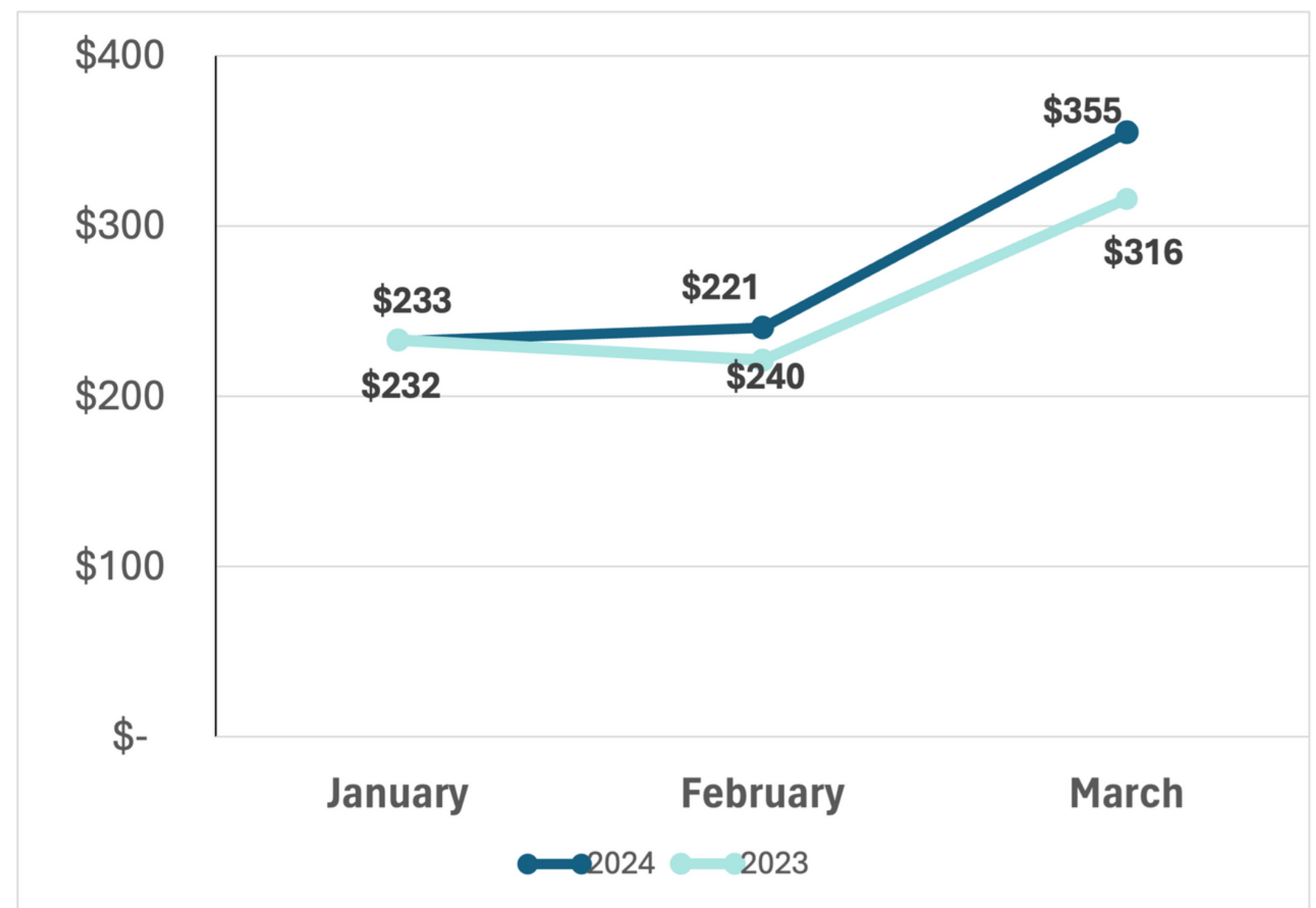


Kiawah Island Vacation Rental Performance

YTD '24
Adjusted Paid and Owner Occupancy

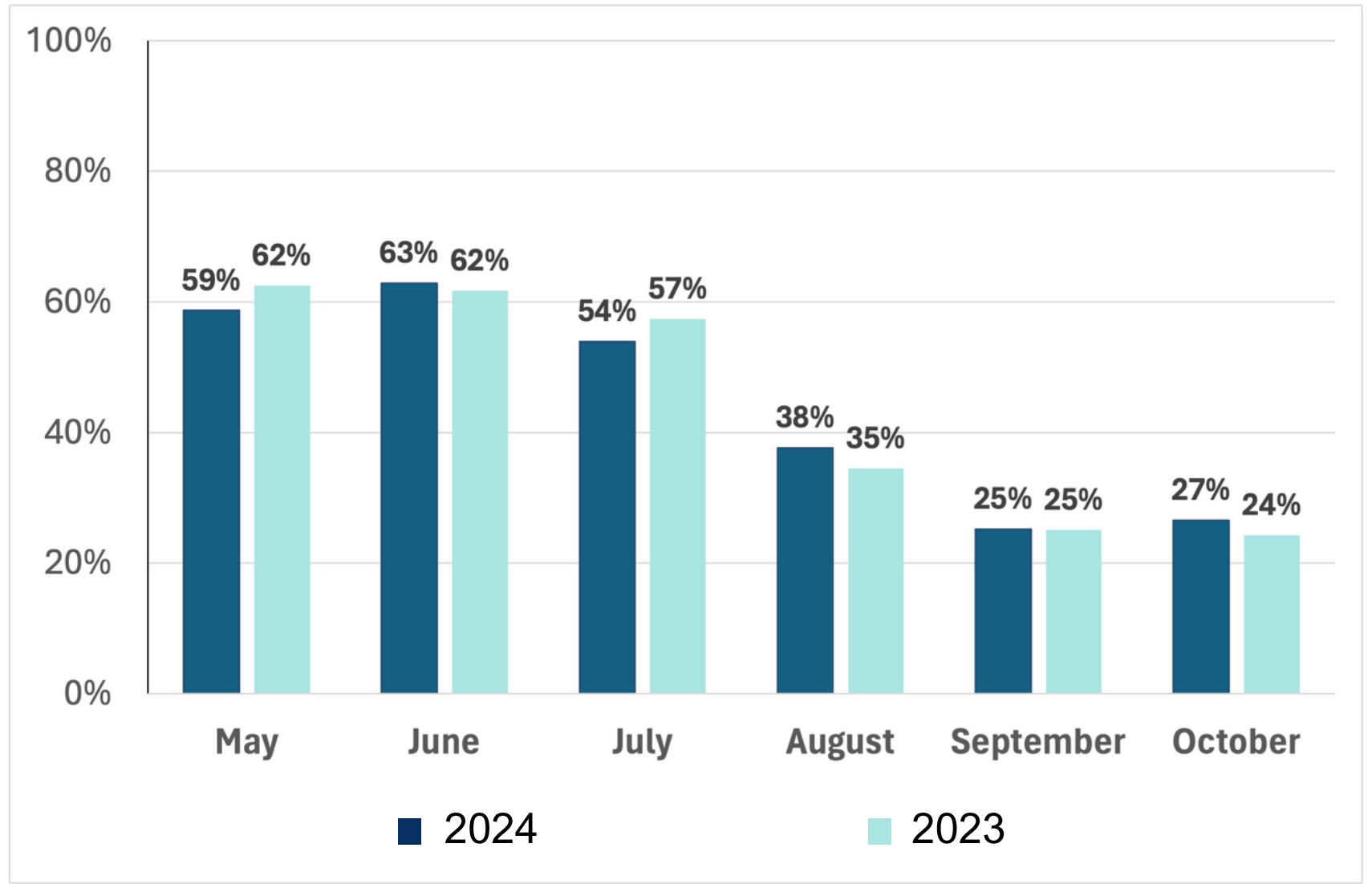


YTD'24
Average Daily Rate



Kiawah Island Vacation Rental Performance

Booking Pace Adjusted Paid and Owner Occupancy



Booked Rate Average Daily Rate

