

**State Accommodations Tax Committee Meeting
Thursday, March 20, 2012; 2:00 PM
Town Hall Council Chambers**

- I. Call to Order:** Mr. Glassman called the meeting to order at 2:00 PM.
- II. FOIA:** Notice of this meeting has been published and posted in accordance with the Freedom of Information Act and the Town of Kiawah Island requirements.

III. Roll Call

Present: Armand Glassman, Chairman
Pam Harrington
Roger Warren
Phillip Tumminia
Bill Blizzard
Gail Vandall
Barry Abrams

Also Present: Charles Lipuma, Mayor Pro-tem
Tumiko Rucker, Town Administrator
Ken Gunnells, Town Treasurer
Lakesha Shannon, Town Clerk

IV. Approval of Minutes: SATAX Meeting Minutes of March 15, 2011

There was a motion to approve the minutes of March 15, 2011. The motion was seconded and carried unanimously.

V. Old Business:

None

VI. New Business:

A. General Discussion of SATAX Guidelines

Mrs. Rucker provided an overview of the State Accommodations Tax (SATAX) guidelines and how SATAX funds are to be spent. She reviewed the eight clearly defined categories of "tourism-related" expenditures approved by the State Code.

B. Tourism Realignment Commission Update

Mrs. Rucker stated that there was no update available on the Tourism Expenditure Review Committee and there had been no changes or realignment the State Accommodations Tax that would affect this committee.

Mr. Gunnells stated that the previous year's funding total of \$980,000 included a \$200,000 carryover of previously allocated funding that were not spent. The present year is an exact amount based on the predicted expenditure of all allocated funding. Mr. Gunnells explained that the present years total also included an increase based on a percentage of the estimated revenue from the PGA. He advised committee members that of the year's total receipts of \$1,248,000, \$25,000 and 5% go to the Town's General Fund, and \$374,000 goes to the Charleston Visitors Bureau, the Town's designated marketing advertiser. This leaves \$886,000 in available funding

with a total of \$1,315,000 in funding requests.

C. Applications for Fiscal Year 2012-2013

Mr. Glassman stated that the SATAX Committee was an advisory committee to the Ways and Means Committee and that Town Council will vote on the final allocation.

Mr. Glassman requested that representatives limit presentations to five minutes each. The Committee agreed to prioritize the requesting entities as they review the funding request and then Mr. Gunnells would be given the opportunity to prepare a spreadsheet to determine the priority ranking for each application based on the level of interest.

The following applications were reviewed and the funding recommendations are listed:

	Priority Ranking
1.) <u>Charleston County Sheriff's Deputies</u>	
Requested: \$230,711	
Recommended: \$0.00	21
2.) <u>PGA On-Island Transportation</u>	
Requested: \$150,000	
Recommended: \$150,000	16
3.) <u>Holiday Decorations</u>	
Requested: \$12,000	
Recommended: \$0.00	27
4.) <u>Bike Path Along Beachwalker Drive</u>	
Requested: \$55,750	
Recommended: \$0.00	30
5.) <u>Public Access Events</u>	
Night Heron Summer Special Events	1
Night Heron Teen Activities	2
July 4th Weekend Public Events	3
Nature Center Displays & Environmental Presentations	6
Easter Activates	7
Thanksgiving Week Public Events	8
Grand Lawn Summer Concert Series	9
Christmas to NYE Events	11
Drive-In Movie Weekly	12
Discovery Series	16
New Year's Eve Programing and Fireworks	18
Nature Special Events	19
Weekend of Jazz	23
Evening Piano Concerts	26
Requested: \$390,000	
Recommended: \$367,000	

6.)	<u>2012 PGA Championship Fire Department</u>		
	Requested:	\$55,810	
	Recommended:	\$0.00	22
7.)	<u>The Wildside Guest Pocket Guide</u>		
	Requested:	\$15,000	
	Recommended:	\$0.00	28
8.)	<u>Kiawah Island Motoring Retreat</u>		
	Requested:	\$55,000	
	Recommended:	\$0.00	25
9.)	<u>Charleston Symphony Orchestra Concert</u>		
	Requested:	\$25,000	
	Recommended:	\$25,000	20
10.)	<u>7th Annual American Music Celebration</u>		
	Requested:	\$25,000	
	Recommended:	\$25,000	10
11.)	<u>9th Annual Blues by the Sea</u>		
	Requested:	\$25,000	
	Recommended:	\$25,000	13
12.)	<u>Summer Concert Series</u>		
	Requested:	\$36,000	
	Recommended:	\$36,000	5
13.)	<u>Holiday Kids Festival</u>		
	Requested:	\$8,000	
	Recommended:	\$8,000	17
14.)	<u>Freshfields Easter Festival</u>		
	Requested:	\$5,000	
	Recommended:	\$0.00	24
15.)	<u>Championship Week at Freshfields Village</u>		
	Requested:	\$35,000	
	Recommended:	\$35,000	14
16.)	<u>Charleston Ballet Theater Kiawah Island</u>		
	Requested:	\$25,000	
	Recommended:	\$0.00	29
17.)	<u>2013 Piccolo Spoleto Festival</u>		
	Requested:	\$5,000	
	Recommended:	\$0.00	31
18.)	<u>2012 PGA Championship</u>		
	Requested:	\$150,000	

	Recommended:	\$150,000	4
19.)	<u>Mark Catesby's Third Centennial in America</u>		
	Requested:	\$12,388	
	Recommended:	\$0.00	32

After reviewing all the requests, Mr. Glassman asked for fifteen minute break in order for committee members to prioritize the application requests and for Mr. Gunnells to complete a calculation of the funding preferences. He stated that the Committee would then review the requests again to determine if there are any requests they feel should edited.

Mr. Gunnells advised committee members to the priority ranking of the 32 listed applications. Committee members were advised that applications 1-20 could be funded with a partial funding of application 21. Committee members agreed to eliminate \$188,000 by not funding applications 24-32.

Mr. Abrams commented that of two law enforcement and fire department applications he felt that the Fire Department request an essential service for the safety of the biggest event to promote tourism on Kiawah Island and should be a priority for funding. He questions how much of the Charleston County Sheriff's Department (CCSD) funding request is to protect tourist and if it is fundable through SATAX by statute. He stated that the Town should be funding the police and stated that the he did not feel the requested amount reflected more than services for the PGA or heavy tourism.

Mr. Abrams made a motion that items 24 through 32 be eliminated from consideration. The motion was seconded and passed unanimously.

Mr. Warren stated that he is willing to help with the St. John's Fire District (STJFD) funding request by reducing the Resort's funding request if the Town would consider alternate funding of the balance of the CCSD request.

Mr. Abrams commented on the average tourist price per event. He suggested not funding or partially funding events in a way that gets more "bang for the buck." He felt that events such as the New Year's Eve Programing, the Summer Concerts and the Weekend of Jazz should not be funded as they are too expensive. Committee members defended the events and stated that though expensive; the events are for the community, draw tourist and are well attended.

Mr. Abrams discussed the funding for the PGA shuttle. He questioned the benefit to the community and why the cost should be defrayed when the PGA is a money making event and is willing to pay the cost if not funded by SATAX. Mr. Glassman stated that the Town agreed to pay for the shuttle two to three years ago. Mr. Warren stated the community promised to support the event prior to the final decision to bring the even to Kiawah.

Mr. Abrams made a motion to drop funding for PGA On-Island Transportation for Guests and Others, application 18. Mr. Blizzard seconded the motion. The motion was defeated by a 2 to 4 vote.

Mr. Warren made a motion to approve funding for PGA on-island transportation for guests and others, application 18. The motion passed by a 4 to 2 vote. Mr. Blizzard and Mr. Abrams voted No.


Mr. Blizzard asked for a clarification as to why the Motoring Retreat received a poor rating in light of the potential tourist draw of the yearly event. Committee members discussed that the cost per tourist was too high and that the Retreat should look at a different time of year to host the event.

Mr. Warren made a motion to fund applications 1-20 leaving to the Ways and Means Committee and the Town to fund application 21-23. Mr. Blizzard seconded the motion. The motion passed 5 to 1 with Mr. Abrams voting No.

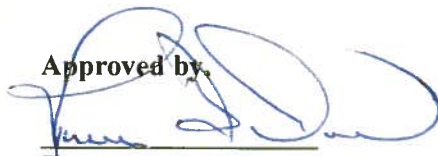
VII. Adjournment:

The meeting adjourned at 5:53 PM.

Respectfully Submitted,


Petra S. Reynolds
Petra S. Reynolds, Town Clerk

Approved by,


Barry Abrams
Barry Abrams, Chairman
Ross Warren

Date: 4.10.2014

CC: Charles R. Lipuma, Mayor
Tumiko Rucker, Town Administrator
Kenneth Gunnells, Town Treasurer