

State Accommodation Tax Committee Meeting
Town Hall Council Chambers
April 12, 2013; 2:00 PM

Minutes

Mr. Abrams welcomed Committee Members and attendees to the Kiawah Island State Accommodation Tax Committee Meeting. He reviewed the SATAX Committee's Policies and Procedures and called attention to the state statute that stipulates that monies funded from the Town's SATAX are to be spent this year.

Mr. Abrams explained in the past year the Committee was faced with the challenge of having a large amount of requests with a very limited budget. This led the Committee to develop a procedure in which each request is prioritized prior to the meeting. This year the budget and the requests are more even so he suggested that the requests are evaluated one at a time in the order they are listed.

I. Call to Order: *Mr. Abrams called the meeting to order at 2:20 pm.*

II. FOIA: Notice of this meeting has been published, posted and faxed in accordance with the Freedom of Information Act and the Town of Kiawah Island requirements.

III. Roll Call:

Present: Barry Abrams, Chairman
Pam Harrington
Roger Warren
Dan Hubbard
Bill Blizzard
Robbie Crawford
Judy Chitwood

Also Present: Charles R. Lipuma, Mayor
John D. Labriola, Mayor Tempore
Tumiko Rucker, Town Administrator
Ken Gunnells, Town Treasurer

IV. Approval of Minutes: SATAX Meeting Minutes of March 20, 2012

Mr. Warren made a motion to approve the minutes of March 20, 2012. The motion was seconded by Mr. Blizzard and carried unanimously.

V. **Old Business:** None

VI. **New Business:**

A. General discussion of SATAX guidelines

Mr. Abrams discussed the SATAX guidelines, policies and procedures prior to calling the meeting to order.

B. Tourism Realignment Commission Update

Mr. Gunnells stated that there was no update available on the Tourism Expenditure Review Committee that it was still shelved and there had been no changes or realignment the State Accommodations Tax that would affect this committee within the last year.

C Applications for Fiscal Year 2013-2014

Committee Members were reminded by Mr. Gunnells that the SATAX Committee was an advisory committee and would make recommendations to Town Council. He stated that Town Council would vote on the final allocation of funding.

The following applications were presented by their representatives. Committee Members reviewed and discussed in-depth each application. The Committee's funding recommendations are as listed:

1) Charleston County Sheriff Deputies

Town of Kiawah Island

Requested: \$239,000

Recommended: \$239,000

Committee members voted unanimously to recommend to Town Council funding \$239,000 for Charleston County Sheriff Deputies

2) Annual Kiawah Festival

Town of Kiawah Island / KIGR

Requested: \$30,000

Recommended: \$ 0.00

The suggestion was made to table the request until further work can be done on the program for future funding. Committee members voted unanimously to not fund the request for the Annual Kiawah Festival.

3) Public Access Events

TOKI / Kiawah Island Golf Resort

➤ Summer Concert Series (13 events)	\$39,000
➤ Night Heron Special Events (48 events)	\$165,000
➤ Night Heron Teen Activities (72 events)	\$13,500
➤ July 4th Weekend Public Events (9 events)	\$57,000
➤ Nature Center Displays & Environmental Presentations	\$20,000
➤ Easter Activities (30 events)	\$45,000
➤ Thanksgiving Week Public Events (6 events)	\$10,000
➤ Christmas season Public events (6 events)	\$6,000
➤ Drive-in Movie Weekly (11)	\$3,000
➤ Discovery Series (6)	\$5,000
➤ New Year's Eve Programing and Fireworks (2 events)	\$36,500
➤ Kiawah Island Triathlon	\$20,000

Requested: \$420,000

Recommended: \$420,000

Committee members voted to recommend to Town Council the full funding of \$420,000 to Public Access Events. Mr. Warren, as president of the Kiawah Island Golf Resort, recused himself.

4) The Wildside Guest Pocket Guide

KICA / KINHC

Requested: \$15,000

Recommended: \$15,000

Committee members voted unanimously to recommend to Town Council funding \$15,000 to the Wildside Guest Pocket Guide.

5) Kiawah Island Motoring Retreat

Kiawah Island Motoring Retreat

Requested: \$40,000

Recommended: \$ 0.00

Committee members voted 5-2 to recommend to Town Council not funding the Kiawah Island Motoring Retreat.

6) Charleston Symphony Orchestra Concert

TOKI / Charleston Symphony Orchestra League

Requested: \$25,000

Recommended: \$25,000

Committee members voted unanimously to recommend to Town Council funding \$25,000 to the Charleston Symphony Orchestra Concert.

7) 8th Annual American Music Celebration

TOKI / Lowcountry Blues Bash

Requested: \$25,000

Recommended: \$25,000

8) **10th Annual Blues by the Sea**
TOKI / Lowcountry Blues Bash

Requested: \$25,000
Recommended: \$25,000

Committee members voted unanimously to recommend to Town Council funding \$25,000 to the 8th Annual American Music Celebration and \$25,000 to the 10th Annual Blues by the Sea.

9) **Freshfields Introduction**
TOKI/Freshfields Village

➤ **10.) Summer Concert Series**

Requested: \$38,000
Recommended: \$38,000

➤ **11) Holiday Kid's Festival**

Requested: \$8,000
Recommended: \$8,000

➤ **12) Freshfields Easter Festival**

Requested: \$5,000
Recommended: \$5,000

➤ **13) Farmers Market**

Requested: \$2,000
Recommended: \$2,000

Committee members voted unanimously to recommend to Town Council funding \$53,000 in total to the Freshfields summer Concert Services, Holiday Kid's Festival, Easter Festival, and Farmers Market.

14) **Giselle**
Columbia City Ballet

Requested: \$15,000
Recommended: \$15,000

Committee members voted unanimously to recommend to Town Council funding \$15,000 to the Columbia City Ballet performance of Giselle.

15) **2013 Piccolo Spoleto Festival**
City of Charleston Office of Cultural Affairs

Requested: \$5,000
Recommended: \$5,000

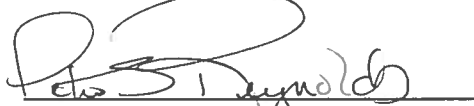
Committee members voted unanimously to recommend to Town Council funding \$5,000 to the 2013 Piccolo Spoleto Festival.

Throughout the meeting Committee Members questioned applicants in how they compiled or calculated the visitor statistics for their event/events. Members found that often statistics where inconsistent or inaccurate. Applicants were encouraged that it would be advisable in the future to do a random sampling of the attendees to obtain a better compilation of information in order to help the Committee support the event. The suggestion was made for the committee or group develops a universal way of measure that could be used by all applicants to keep the stats consistent.

VII. Adjournment:

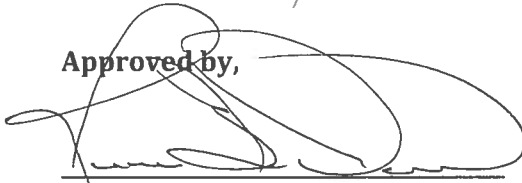
The meeting adjourned at 5:35 PM.

Respectfully Submitted,



Petra S. Reynolds, Town Clerk

Approved by,



Russ Warren, 2014 Chairman

Date: April 14, 2014.