

State Accommodation Tax Committee Meeting
Town Hall Council Chambers
April 17, 2014; 2:00 PM

MINUTES

I. Call to Order: *Mr. Warren called the meeting to order at 2:00 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: Russ Warren, Chairman
Roger Warren
Pam Harrington
Dan Hubbard
Bill Blizard
Judy Chitwood
Robbie Crawford

Also Present: John D. Labriola, Mayor Tempore
Tumiko Rucker, Town Administrator
Ken Gunnells, Town Treasurer
Petra Reynolds, Town Clerk

IV. Approval of Minutes:

A. SATAX Meeting Minutes of April 12, 2013

Mr. Crawford made a motion to approve the minutes of April 12, 2013. The motion was seconded by Mr. Hubbard and was carried unanimously.

B. SATAX Meeting Minutes of April 10, 2014

Mr. Crawford made a motion to approve the minutes of April 10, 2014. The motion was seconded by Mr. Blizard and was carried unanimously.

V. Old Business:

None

VI. New Business:

A. General discussion of SATAX guidelines

Mr. Russ Warren welcomed all the applicants in attendance and on behalf of the Committee, thanked them for the time and effort that was put forth in the applications that were submitted. He stated that the applications which were approved last year greatly enhanced the quality of Kiawah Island.

Mr. Warren reminded the attendees that the Committee makes its decisions using state guidelines and does not accept or reject a specific proposal based on what members personally like or dislike. He stated that this Committee is not a deciding body. It makes a recommendation to the Town's Ways and Means Committee and they, in turn, make a recommendation to the Town Council. He stated that Town Council would vote on the final allocation of funding.

Mr. Warren stated that the Committee requires feedback not only on expenditures but on how well the applicants have met their goals. He indicated it had always been a requirement but that the Committee intended to tighten up in the coming year. He cautioned applicants to please take the requests for reports very seriously; the day may come when inadequate reporting will result in no recommendation for funding.

B. Applications for Fiscal Year 2014-2015

Mr. Warren explained that the process of the Committee will differ from what it has been in the past. He indicated the Committee will hear presentations from each of the 33 applicants who have submitted a proposal. He asked applicants please restrict their presentation to no more than five minutes and requested the member have the opportunity to ask questions after the presentation.

C. Process for the Remainder of the Meeting

Mr. Warren explained that since there is a contractual issue with each applicant, the Committee will go into Executive Session for discussion. He indicated that no decisions will be made until the Committee comes back into Regular Session.

A list of application that the Committee recommends to Council will be posted to the Town's website.

The following applications were presented by their representatives. Committee Members reviewed and discussed in-depth each application.

4) Charleston County Sheriff Deputies- Seasonal Coverage Town of Kiawah Island

Requested: \$452,000

5) Satellite Convention & Visitors Bureau/Sheriffs' Office at Freshfields Town of Kiawah Island

Requested: \$30,000

6) Town of Kiawah Island Landscaping and Water for Landscaping Town of Kiawah Island

Requested: \$68,000

7) Town of Kiawah Island Beach Debris Removal Town of Kiawah Island

Requested: \$30,000

8) Town of Kiawah Island Beach Patrol Town of Kiawah Island

Requested: \$194,000

Committee members along with Mr. Labriola and Ms. Rucker discussed the historic recommendation and approval of funding applications and the possible problems and exposure to the Town of continuing with the present format. Mr. Warren stated that Mr. Gunnells has recommended not funding these applications from SATAX, but other funds. The previous applications from the Town of Kiawah have historically been funded from other funds but fall under the SATAX guidelines. Reallocating funding to SATAX would open the opportunity to fund applications that may not qualify for SATAX fund out of Cultural and Events Fund.

9) 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

10) The Wildside Guest Pocket Guide

KICA / KINHC

Requested: \$15,377

11) Charleston Symphony Orchestra Concert

TOKI / Charleston Symphony Orchestra League

Requested: \$44,000

12) 9th Annual American Music Celebration

TOKI / Lowcountry Blues Bash

Requested: \$25,000

13) 11th Annual Blues by the Sea

TOKI / Lowcountry Blues Bash

Requested: \$25,000

14) Freshfields Marketing and Advertising Promotion Tourism

TOKI/Freshfields Village

➤ Marketing and Advertising Promotion Tourism	\$6,000
➤ Summer Concert Series	\$38,000
➤ Holiday Kid's Festival	\$8,000
➤ Freshfields Easter Festival	\$5,000
➤ Farmers Market	\$2,000

Requested: \$59,000

15) **Cinderella**
Columbia City Ballet

Requested: \$24,000

16) **2014 Piccolo Spoleto Festival**
City of Charleston Office of Cultural Affairs

Requested: \$12,500

17) **Jazz Inspired from Kiawah Island**
Judy Carmichael/ TOKI

Requested: \$35,100

18) **Hooray for Hollywood – a Johnny Mercer Songbook**
Brad and Jennifer Moranz/TOKI

Requested: \$25,000

19) **Charleston Jazz Orchestra at Kiawah Island**
Jazz Artists of Charleston

Requested: \$40,000

20) **68th Annual festival of Houses and Gardens/ 12th Annual Charleston Antique Show**
Historic Charleston Foundation

Requested: \$5,000

Mr. Crawford made a motion to move into Executive Session to discuss a legal and contractual matter concerning the FY2014/2015 State Accommodations Tax Applicants. The motion was seconded by Mr. Blizzard and was unanimously passed.

VII. Executive Session:

To discuss a legal and contractual matter concerning the FY2014/2015 State Accommodations Tax Applicants for the following:

Town of Kiawah Island and Kiawah Island Golf Resort; Kiawah Island Community Association & Kiawah Island Natural Habitat Conservancy; Charleston Symphony Orchestra; Lowcountry Blues Bash; Freshfields Village; Columbia City Ballet; City of Charleston Office of Cultural Affairs; Judy Carmichael; Brad and Jennifer Moranz; Jazz Artists of Charleston; Historic Charleston Foundation

Mr. Roger Warren made a motion to return to Open Session. The motion was seconded by Mr. Crawford and was unanimously passed.

Mr. Warren stated that during executive session there were no votes taken or decisions made.

VIII. Recommendations of Applications for Fiscal Year 2014-2015:

Mr. Roger Warren made a motion to recommend to the Ways and Means Committee the funding of the following; \$671,000.00 for the Town of Kiawah Island, \$420,000.00 for the Kiawah Island Golf Resort, \$59,000.00 for Freshfields Village as they meet the SATAX guidelines. The

Committee recommends the remaining \$405,000.00 of the listed items and events presented today to be funded from a fund established by the Town in this year's fiscal budget for these types of artistic and cultural events. The motion was seconded by Mr. Crawford and was unanimously passed.

Project	Applicant's FY 2015 Request	SATAX FY 2015 Recommendation
Charleston County Sherriff Deputies	\$452,000.00	\$452,000.00
Satellite Convention & Visitor Bureau/Sheriffs Office	\$75,000.00	\$75,000.00
Landscaping and Water for Landscaping	\$68,000.00	\$0.00
Beach Debris Removal	\$30,000.00	\$0.00
Beach Patrol	\$194,000.00	\$144,000.00
Total Town of Kiawah Island	\$819,000.00	\$671,000.00
Public Access Events		
Summer Concert Series (13 events)	\$36,000.00	\$39,000.00
Night Heron Special Events (48 events)	\$165,000.00	\$165,000.00
Night Heron Teen Activities (72 events)	\$10,000.00	\$13,500.00
July 4th Weekend Public Events (9 events)	\$59,500.00	\$57,000.00
Nature Center Displays & Environmental Pres	\$18,000.00	\$20,000.00
Easter Activities (30 events)	\$45,000.00	\$45,000.00
Thanksgiving Week Public Events (6 events)	\$11,500.00	\$10,000.00
Christmas season Public events (6 events)	\$4,000.00	\$6,000.00
Drive-in Movie Weekly (11)	\$3,000.00	\$3,000.00
Discovery Series (6)	\$7,000.00	\$5,000.00
New Years Eve Programing and Fireworks (2 events)	\$39,000.00	\$36,500.00
Kiawah Island Triathlon	\$22,000.00	\$20,000.00
Total Kiawah Island Golf Resort	\$420,000.00	\$420,000.00
The Wildside Guest Pocket Guide	\$15,377.00	\$0.00
Charleston Symphony Orchestra Concert	\$44,000.00	\$0.00
9th Annual American Music Celebration	\$25,000.00	\$0.00
11th Annual Blues By The Sea	\$25,000.00	\$0.00
Tourism Promotions	\$6,000.00	\$6,000.00
Summer Concert Series	\$38,000.00	\$38,000.00
Holiday Festival	\$8,000.00	\$8,000.00
Freshfields Easter Festival	\$5,000.00	\$5,000.00
Farmers Market	\$2,000.00	\$2,000.00
Total Freshfields Village	\$59,000.00	\$59,000.00
Cinderella	\$24,000.00	\$0.00
2015 Piccolo Spoleto Festival	\$12,500.00	\$0.00
Jazz Inspired from Kiawah Island	\$35,100.00	\$0.00
Hooray for Hollywood - a Johnny Mercer Songbook	\$25,000.00	\$0.00
Charleston Jazz Orchestra at Kiawah Island	\$40,000.00	\$0.00
68th Annual Festival of Houses and Gardens/12th Annual Charleston Antiques Show	\$5,000.00	\$0.00

Totals	\$1,548,977.00	\$1,150,000.00
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IX. Citizens Comments:

Wendy Kulick – 38 Marsh Edge Lane

Mrs. Kulick asked for and received from Mr. Warren clarification on which applications were recommended for funding from the SATAX funds and which applications were recommended to be funded from the special events fund that would be established by the Town.

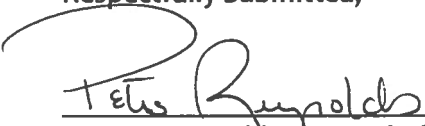
Marilyn Larach – 1082 Terrapin Court

Mrs. Larach asked for clarification on the funding application from the Community Association for the pocket guide. Mr. Warren indicated that the application was recommend to be funded from the special events fund that would be established by the Town.

X. Adjournment:

Mr. Roger Warren made a motion to adjourn the meeting at 5:45 pm. The motion was seconded and unanimously passed.

Respectfully Submitted,



Petra S. Reynolds, Town Clerk

Approved by, 

Russ Warren, 2014 Chairman

Date: May 14, 2015