

State Accommodation Tax Committee Meeting

Kiawah Island Municipal Center

Council Chambers

April 16, 2015; 1:00 PM

Minutes

I. **Call to Order:** *Mr. Warren called the meeting to order at 1:00pm.*

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

Robbie Crawford

Bill Blizard

Pam Harrington

Dan Hubbard

Judy Chitwood

William Pittman

Also Present:

John Labriola, Council Liaison

Tumiko Rucker, Town Administrator

Ken Gunnells, Town Treasurer

Petra Reynolds, Town Clerk

IV. **Approval of Minutes:**

A. SATAX Meeting Minutes of April 17, 2014

Mr. Crawford made a motion to approve the minutes of April 17, 2014. The motion was seconded by Mr. Hubbard and was carried unanimously.

B. SATAX Meeting Minutes of April 10, 2015

Mr. Crawford made a motion to approve the minutes of April 10, 2015. The motion was seconded by Mr. Hubbard 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 a members' personal preferences. It is the Committee's intention to fund new ideas when ever possible. He reviewed the goals of the funding applications was to;

1. promotion of tourism
2. promotion of the arts and cultural events;
3. provide facilities;
4. enhance security and safety;
5. provide for the construction and maintenance of facilities for civic and cultural activities;
6. provide tourist shuttle transportation;
7. control and repair of waterfront erosion; and
8. to operate visitor information centers.

Mr. Warren stated this Committee was 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 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.

Mr. Warren indicated today's agenda listed an Executive Session. He noted Council advised an Executive Session was not required therefore the items is removed from the agenda.

Mr. Warren explained following an applicant's presentation they are welcome to leave if desired. A list of the Committee's funding recommendations to Council will be posted to the Town's website no later that the closed of business on the day following the meeting.

B. Applications for Fiscal Year 2015-2016

Mr. Warren explained the Committee's presentation process of the presenting an application to the Committee. He indicated the Committee will hear presentations from each of the eight applicants who have submitted a proposal. He asked applicants please restrict their presentation to no more than five minutes and requested that the Committee Member have the opportunity to ask questions after the presentation.

The following applications were presented by their representatives. Committee Members reviewed, asked question of the representatives and discussed in-depth each application.

4) Charleston County Sheriff Deputies- Seasonal Coverage

Town of Kiawah Island

Requested:

\$495,000

5) Town of Kiawah Island Beach Patrol Town of Kiawah Island Requested:	\$194,000
6) Public Access Events TOKI / Kiawah Island Golf Resort Requested:	\$420,000
7) The Wildside Guest Pocket Guide KICA / KINHC Requested:	\$14,028
8) Kiawah Island Motoring Retreat Kiawah Island Motoring Retreat Requested:	\$90,000
9) Freshfields Marketing and Advertising Promotion Tourism TOKI/Freshfields Village Requested:	\$50,000
10) Freshfields Events Promotion Tourism TOKI/Freshfields Village Requested:	\$9,000
11) Aladdin Columbia City Ballet Requested:	\$24,000

Committee members engaged in an in-depth discussion of the application from the Columbia City Ballet. The request included a portion that was a performance and did not meet the criteria and cannot be funded by SATAX funding. The Committee had the option to partially fund the request or to not fund and refer the applicant to the Arts and Cultural Events Council for funding consideration.

12) Advance Life Support Proposal St. John's Fire District Requested:	\$500,000
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Committee members along with input from Mr. Labriola and Mayor Lipuma engaged in an in-depth discussion of the application from the St. John's Fire District. Member expressed their agreement for some kind of funding support but felt the application required more comprehensive discussion better handled by the Public Safety Committee and the Town.

VII. Executive Session:
Council advised an Executive Session was not required.

VIII. Recommendations of Applications for Fiscal Year 2015-2016:

Following a break, Committee members engaged in an in-depth discussion of each of the requests for funding. As part of the discussion each Committee Member made a recommendation for a funding amount, made a recommendation not to fund the application or made the recommendation to refer it to the Town for funding.

After calculation of the vote tabulations and discussion the funding amounts are as follows:

Project	Applicant's Request	SATAX Committee Funding Recommendation
Charleston County Sherriff Deputies	\$ 495,000	\$ 396,000
Beach Patrol	\$ 194,000	\$ 144,000
Public Access Events	\$ 420,000	\$ 411,459
The Wildside Guest Pocket Guide	\$ 14,028	\$ 10,913
Kiawah Island Motoring Retreat	\$ 90,000	\$ -
Marketing & Advertising Promoting Tourism	\$ 50,000	\$ 27,857
Freshfields Events Promotion	\$ 15,000	\$ 9,771
Aladdin	\$ 25,400	\$ -
Advance Life Support Proposal	\$ 500,000	\$ -
TOTALS	\$ 1,803,428	\$ 1,000,000

Mr. Roger Warren recommended the Town take under consideration the funding of \$50,000.00 for firefighter training.

Mr. Blizard made a motion to recommend the application from the Columbia City Ballet be referred to the Town's Cultural Event Fund. The motion was seconded by Mrs. Chitwood and unanimously passed.

Mr. Crawford made the motion to recommend to Town Council to funding amounts and referrals made by the Committee. The motion was seconded by Mr. Hubbard and unanimously passed.

IX. Citizens Comments:
None

X. Adjournment:

Mr. Warren made a motion to adjourn the meeting at 3:00 pm. The motion was seconded and unanimously passed.

Respectfully Submitted,


Petra S. Reynolds, Town Clerk

Date: 4-14-2016