

# State Accommodation Tax Committee Meeting

Kiawah Island Municipal Center

Council Chambers

April 14, 2016; 1:00 PM

## MINUTES

- I. **Call to Order:** *Mr. Hubbard called the meeting to order at 1:00 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:

- Dan Hubbard, *Chairman*
- Roger Warren
- Robbie Crawford
- Bill Blizard
- Pam Harrington
- Judy Chitwood
- William Pittman

Also Present:

- John Labriola, Council Liaison
- Stephanie Tillerson, Town Administrator
- Dorota Szubert, Town Treasurer
- Petra Reynolds, Town Clerk

IV. **Approval of Minutes:**

A. SATAX Meeting Minutes of April 16, 2015

*Mr. Blizard made a motion to approve the minutes of April 16, 2015. The motion was seconded by Mr. Warren and was carried unanimously.*

V. **Old Business:**

None

VI. **New Business:**

A. General discussion of SATAX guidelines

Mr. Hubbard welcomed all the applicants in attendance and thanked them for the time and effort that was put forth in the applications that were submitted for evaluation. He noted in the past several years the applications have become more refined in detail and description of the impact of the use of SATAX funding on tourism to the Island.

Mr. Hubbard reviewed the process by which the Committee will make its decision on each individual application and makes its decisions using goals outlined in state guidelines which

are designed to increase tourism and revenue to Kiawah. He reminded the attendees 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.

Mr. Hubbard also welcomed the Members of the SATAX Committee. He thanked them for their many years of service, the contribution of their personal time, their diligence and personal experience brought to the implementation of the SATAX funding process.

**B. Applications for Fiscal Year 2016-2017**

Mr. Hubbard explained the Committee's presentation process for 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 Members have the opportunity to ask questions after the presentation.

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

Charleston County Sherriff Deputies	Town of Kiawah Island	\$ 501,464.00
Beach Patrol	Town of Kiawah Island	\$ 194,220.00
Public Access Events	TOKI / Kiawah Island Golf Resort	\$ 420,000.00
The Wildside Guest Pocket Guide	KICA/KINHC	\$ 15,000.00
Kiawah Island Motoring Retreat	Kiawah Island Motoring Retreat	\$ 90,000.00
Marketing & Advertising Promoting Tour	TOKI/Freshfields Village	\$ 50,000.00
Freshfields Events Promotion	TOKI/Freshfields Village	\$ 15,000.00
Alligator Documentary and Symposium	Kiawah Island Concervancy	\$ 35,000.00

Committee members engaged in an in-depth discussion of the applications from the Town of Kiawah Island requesting funding for Charleston County Deputy and Beach Patrol coverage. Members tried to determine a base figure for year-around coverage, using the increase in the expense of a time period from May 1<sup>st</sup> continuing through September 15<sup>th</sup>, in order to make a more cohesive recommendation.

Committee members completed their tally sheet rating each event on:

- *If it meets Guidelines of State for Category*
- *Tourism Attractiveness*
- *Economic Impact*
- *Applicant Creativity*

Following the break during which the ratings were tabulated, members received a spreadsheet with the average of the aggregate recommendations for each application. Committee Members discussed each application and 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.

**5) Charleston County Sheriff Deputies- Seasonal Coverage**

Town of Kiawah Island

Requested: \$501,464

*Mr. Blizard made a motion to recommend to the Ways and Means Committee a funding amount of \$360,614.00 to the Town of Kiawah Island (TOKI) for Charleston County Sherriff Deputies. The motion was seconded by Mr. Pitman and unanimously approved.*

**6) Town of Kiawah Island Beach Patrol**

Town of Kiawah Island

Requested: \$194,220

*Ms. Harrington made a motion to recommend to the Ways and Means Committee a funding amount of \$142,479.00. The motion was seconded by Mr. Crawford and unanimously approved.*

**7) Public Access Events**

TOKI / Kiawah Island Golf Resort

Requested: \$420,000

*Mr. Blizard made a motion to recommend to the Ways and Means Committee a funding amount of \$420,000.00 to the Kiawah Island Golf Resort. The motion was seconded by Mrs. Chitwood and unanimously approved. Mr. Warren abstained from voting.*

**8) The Wildside Guest Pocket Guide**

KICA / KINHC

Requested: \$15,000

Mr. Warren stated with a low funding level for this application the Committee would made a recommendation to the Ways and Means Committee to use any unallocated SATAX funding as a base for the development of a Kiawah Island App by a Committee of representatives of the Town, Community Association, Resort, and Conservancy. The app would provide a consolidation of the information provided in all the different Island maps.

*Following discussion, Mr. Warren made a motion not to recommend funding to the Kiawah Island Community Association and the Conservancy. The motion was seconded by Mrs. Harrington and unanimously approved.*

**9) Kiawah Island Motoring Retreat**

Kiawah Island Motoring Retreat

Requested: \$90,000

*Mr. Warren made a motion to recommend to the Ways and Means Committee a funding amount of \$27,857.00 to the Kiawah Island Motoring Retreat. The motion was seconded by Mr. Blizard and unanimously approved.*

10) Freshfields Marketing and Advertising Promotion Tourism  
 TOKI/Freshfields Village  
 Requested: \$50,000

*Mr. Blizzard made a motion to recommend to the Ways and Means Committee a funding amount of \$39,286.00 to Freshfields Village. The motion was seconded by Mrs. Harrington and unanimously approved.*

11) Freshfields Events Promotion Tourism  
 TOKI/Freshfields Village  
 Requested: \$15,000

*Mrs. Harrington made a motion to recommend to the Ways and Means Committee a funding amount of \$12,000.00 to Freshfields Village. The motion was seconded by Mrs. Chitwood and unanimously approved.*

12) Alligator Documentary and Symposium  
 Kiawah Island Conservancy  
 Requested: \$35,000

Mr. Hubbard stated with a low funding level for this application the Committee would make a recommendation that the Town look at possibly funding the project through its Environmental Committee.

*Mr. Warren made a motion not to recommend funding the Kiawah Island Conservancy. The motion was seconded by Mrs. Harrington and unanimously approved.*

Mr. Warren made the request to round up, to the nearest thousand, all the recommended funding amounts made by the Committee.

After calculation of the vote tabulation, discussion, and recommendation, the funding amounts are as follows:

Project	2016 Application Request	SATAX Committee Recommended
Charleston County Sherriff Deputies	\$ 501,464.00	\$ 361,000
Beach Patrol	\$ 194,220.00	\$ 143,000
Public Access Events	\$ 420,000	\$ 420,000
The Wildside Guest Pocket Guide	\$ 15,000	\$ -
Kiawah Island Motoring Retreat	\$ 90,000	\$ 28,000
Marketing & Advertising Promoting Tourism	\$ 50,000	\$ 40,000
Freshfields Events Promotion	\$ 15,000	\$ 12,000
Alligator Documentary and Symposium	\$ 35,000.00	\$ -
	\$ -	
<b>Total</b>	<b>\$ 1,320,684</b>	<b>\$ 1,004,000</b>
<b>Total Available for Funding 2016</b>	<b>\$ 1,100,000</b>	<b>\$ 1,100,000</b>
<b>Total in excess of Funding</b>	<b>\$ 220,684</b>	<b>\$ (96,000)</b>

Mr. Hubbard made a motion to recommend the Way and Means Committee consider undertaking an initiative in the development of an App to be used by visitors and residents on Kiawah to locate and guide them around the Island with any unallocated funding. The motion was seconded by Mr. Blizzard and unanimously passed.

VII. Citizens Comments:  
None

VIII. Adjournment:

*Mrs. Chitwood made a motion to adjourn the meeting at 3:25 pm. The motion was seconded by Mr. Warren and unanimously passed.*

Respectfully Submitted,

  
\_\_\_\_\_  
Petra S. Reynolds, Town Clerk

Approved by,

  
\_\_\_\_\_  
Dan Hubbard, 2017 Chairman

Date: 4/11/17