

State Accommodation Tax Committee Meeting

Kiawah Island Municipal Center

Council Chambers

April 11, 2017; 12:00 PM

Minutes

- I. **Call to Order:** *Mr. Hubbard called the meeting to order at 12:00 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
Judy Chitwood
William Pittman
Pam Harrington

Also Present: Jack Koach, *Council Liaison*
Stephanie Monroe Tillerson, *Town Administrator*
Dorota Szubert, *Town Treasurer*
Petra Reynolds, *Town Clerk*

IV. **Approval of Minutes:**

- A. SATAX Meeting Minutes of April 14, 2016

Mr. Warren made a motion to approve the minutes of April 14, 2016. The motion was seconded by Mrs. Chitwood 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 stated the Committee will make its decision on each individual application using goals outlined in state guidelines, which are designed to increase tourism and revenue to Kiawah. He reminded the attendees 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.

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 2017-2018

Mr. Hubbard explained the Committee’s process of the presenting an application to the Committee. He indicated the Committee will hear a presentation 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 each presentation.

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

Project	Applicant Sponsor	2017 Application Request
Freshfields Events Promotion	TOKI/Freshfields Village	\$ 15,000
Marketing & Advertising Promoting Tourism	TOKI/Freshfields Village	\$ 50,000
The Wildside Guest Pocket Guide	KICA/KINHC	\$ 15,000
Public Access Events	TOKI / Kiawah Island Golf Resort	\$ 475,000
Kiawah Island Motoring Retreat	Kiawah Island Motoring Retreat	\$ 90,000
Emergency Medical Quick Response Vehicle	St. John's Fire District	\$ 60,000
Beach Patrol	Town of Kiawah Island	\$ 189,752
Charleston County Sherriff Deputies	Town of Kiawah Island	\$ 532,208
	Totals for Year Ending	\$ 1,426,960

- 5) **Freshfields Events Promotion Tourism**
TOKI/Freshfields Village
Requested: \$15,000
- 6) **Freshfields Marketing and Advertising Promotion Tourism**
TOKI/Freshfields Village
Requested: \$50,000
- 7) **The Wildside Guest Pocket Guide**
KICA / KINHC
Requested: \$15,000
- 8) **Public Access Events**
TOKI / Kiawah Island Golf Resort
Requested: \$475,000
- 9) **Kiawah Island Motoring Retreat**
Kiawah Island Motoring Retreat
Requested: \$90,000
- 10) **Emergency Medical Quick Response Vehicle**
St. John’s Fire District
Requested: \$60,000
- 11) **Town of Kiawah Island Beach Patrol**

	Town of Kiawah Island	
	Requested:	\$189,752
12)	Charleston County Sheriff Deputies- Seasonal Coverage	
	Town of Kiawah Island	
	Requested:	\$532,208

Members placed their individual funding recommendations on a worksheet in which an average funding recommendation was calculated for each application.

Members reviewed each recommended funding amount:

5)	Freshfields Events Promotion Tourism	
	TOKI/Freshfields Village	
	Recommend Funding:	\$15,000
6)	Freshfields Marketing and Advertising Promotion Tourism	
	TOKI/Freshfields Village	
	Recommend Funding:	\$25,000
7)	The Wildside Guest Pocket Guide	
	KICA / KINHC	
	Recommend Funding:	\$15,000
8)	Public Access Events	
	TOKI / Kiawah Island Golf Resort	
	Recommend Funding:	\$435,000
9)	Kiawah Island Motoring Retreat	
	Kiawah Island Motoring Retreat	
	Recommend Funding:	\$25,000
10)	Emergency Medical Quick Response Vehicle	
	St. John's Fire District	
	Recommend Funding:	-0-
11)	Town of Kiawah Island Beach Patrol	
	Town of Kiawah Island	
	Recommend Funding:	\$190,000
12)	Charleston County Sheriff Deputies- Seasonal Coverage	
	Town of Kiawah Island	
	Recommend Funding:	\$423,000

Mr. Blizard made a motion to recommend to the Ways and Means Committee the funding amount as listed. The motion was seconded by Mr. Crawford.

Mr. Hubbard stated that with such a significant amount of some of the funding requests, the Committee made the decision to use the funding amounts approved by Council last year.

He indicated the Committee felt the funding application for the Emergency Medical Quick Response Vehicle from the St. John's Fire District (STJFD) required a more comprehensive discussion better handled by not only the Town, but also the other communities that

STJFD services. During earlier discussion, members pointed out the administrative and management issues, along with the funding of hard assets through SATAX.

Mr. Hubbard spoke to an earlier discussion on the focus of SATAX funding and a focus on the SATAX guidelines is to attract applicants who will create events and produce programs that will bring more tourists into Kiawah. He noted the overwhelming requests seen in this year's funding applications are administrative in nature. While legitimate, it detracts from what the primary focus should be.

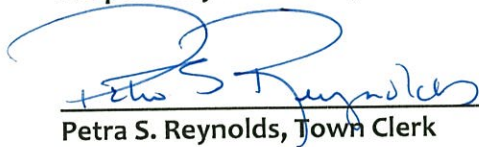
Mr. Warren called the question of the motion to recommend to the Ways and Means Committee the funding amount as listed. The motion was unanimously passed.

VII. Citizens Comments:
None

VIII. Adjournment:

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

Respectfully submitted,



Petra S. Reynolds, Town Clerk

Date: 4-14-2018