

# State Accommodation Tax Committee Meeting

Kiawah Island Municipal Center

Council Chambers

April 12, 2018; 1:00 PM

## Minutes

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

II. **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*

III. **Approval of Minutes:**

A. SATAX Meeting Minutes of April 11, 2017

*Mr. Blizard made a motion to approve the minutes of April 11, 2017. The motion was seconded by Mr. Crawford and was carried unanimously.*

IV. **Old Business:**

None

V. **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 consideration. He stated the Committee would make its decision on each 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 an advisory committee to Town Council and not a deciding body. The SATAX Committee job is to evaluate the applications and make a recommendation on funding amounts 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 the Fiscal Year 2018-2019**

Mr. Hubbard explained the Committee’s process of presenting an application to the Committee. He indicated the Committee would hear a presentation from each of the seven applicants who have submitted a proposal. He asked applicants, please restrict their presentation to approximately five to ten minutes and requested the Committee Members then have the opportunity to ask questions after each presentation.

The following applications were presented by their representatives. Committee Members reviewed, asked questions and discussed in-depth each application. He indicated that following an applicant’s presentation, they are not required to stay through the meeting. The funding recommendations will be posted on the Town’ website by the close of business the following day.

Project	Applicant Sponsor	2018/2019 Applicant's Request
Events Promotion	TOKI/Freshfields Village	\$ 17,000
Marketing & Advertising Promoting Tourism	TOKI/Freshfields Village	\$ 55,000
Public Access Events	TOKI / Kiawah Island Golf Resort	\$ 475,000
Kiawah Island Motoring Retreat	Kiawah Island Motoring Retreat	\$ 30,000
2021 PGA Championship	Professional Golfer's Association of America	\$ 120,000
Beach Patrol	Town of Kiawah Island	\$ 254,000
Charleston County Sherriff Deputies	Town of Kiawah Island	\$ 423,000
	<b>Totals for Year Ending</b>	<b>\$ 1,374,000</b>

- 5) **Freshfields Events Promotion Tourism**  
TOKI/Freshfields Village  
Requested: \$17,000
- 6) **Freshfields Marketing and Advertising Promotion Tourism**  
TOKI/Freshfields Village  
Requested: \$55,000
- 7) **Public Access Events**  
TOKI / Kiawah Island Golf Resort  
Requested: \$475,000
- 8) **Kiawah Island Motoring Retreat**  
Kiawah Island Motoring Retreat  
Requested: \$30,000
- 9) **2021 PGA Championship**  
Professional Golfers Association of America  
Requested: \$120,000

Mr. Hubbard clarified that, like the process for the 2012 PGA, there would be two additional requests submitted by the Professional Golfers Association of America for \$120,00.00 over the next two years.

- 10) **Town of Kiawah Island Beach Patrol**  
Town of Kiawah Island  
Requested: \$254,000

- 11) **TOKI - Charleston County Sheriff Deputies- Seasonal Coverage**  
 Town of Kiawah Island  
 Requested: \$423,000

After Ms. Tillerson’s presentation, Mr. Hubbard commented on the generosity of the Town with its willingness to take a reduction in its funding request, just as the Resort had in their presentation. He clarified that the Town is leaving the amounts of funding to the Committee but supports the full funding of the PGA Request.

Members placed their individual funding recommendations on a worksheet. Mr. Hubbard then reviewed the recommendation for each of the applications and the reduction from the application request.

Members reviewed each recommended funding amount:

- 5) **Freshfields Events Promotion Tourism**  
 TOKI/Freshfields Village  
 Recommend Funding: \$15,000 reduction of \$2,000
- 6) **Freshfields Marketing and Advertising Promotion Tourism**  
 TOKI/Freshfields Village  
 Recommend Funding: \$35,000 reduction of \$20,000
- 7) **Public Access Events**  
 TOKI / Kiawah Island Golf Resort  
 Recommend Funding: \$435,000 reduction of \$40,000
- 8) **Kiawah Island Motoring Retreat**  
 Kiawah Island Motoring Retreat  
 Recommend Funding: \$10,000 reduction of \$20,000
- 9) **2021 PGA Championship**  
 Professional Golfers Association of America  
 Requested: \$120,000
- 10) **Town of Kiawah Island Beach Patrol**  
 Town of Kiawah Island  
 Recommend Funding: \$100,000 reduction of \$154,000
- 11) **TOKI - Charleston County Sheriff Deputies- Seasonal Coverage**  
 Town of Kiawah Island  
 Recommend Funding: \$385,000 reduction of \$38,000

Mr. Hubbard stated that the funding total recommendation totaled \$1.1 million dollars with a reduction of \$274,000.00.

Mr. Hubbard asked if there was any discussion of the funding amounts that he had recommended. Committee members were in agreement with the funding amounts and thanked Mr. Hubbard for his recommendations.

***Mr. Blizzard made a motion to recommend to the Ways and Means Committee the funding amount as listed. The motion was seconded by Ms. Chitwood and was unanimously passed.***

Ms. Chitwood thanked both the Resort and the Town for making the funding decisions much easier.

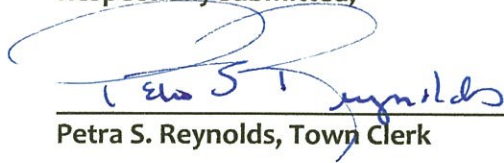
**VI. Citizens Comments:**

None

**VII. Adjournment:**

*Mr. Warren made a motion to adjourn the meeting at 2:15 pm. The motion was seconded by Ms. Harrington and was unanimously passed.*

Respectfully submitted,

  
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Petra S. Reynolds, Town Clerk

Date: 4-12-2019