

# State Accommodation Tax Committee Meeting

Kiawah Island Municipal Center

Council Chambers

May 21, 2020; 1:00 PM

## Minutes

I. **Call to Order:** *Chairman Widuch called the meeting to order at 1:00 pm.*

II. **Roll Call:**

Present: Chris Widuch, *Chairman*  
Roger Warren  
Pam Harrington  
Diana Mezzanotte  
John Wilson  
Amy Anderson  
Don Semmler

By Phone: Gary Rice

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

III. **Approval of Minutes:**

A. SATAX Meeting Minutes of April 11, 2019

*Ms. Harrington made a motion to approve the minutes of April 11, 2019. The motion was seconded by Ms. Mezzanotte and was carried unanimously.*

IV. **Old Business:**

None

V. **New Business:**

A. General discussion of SATAX guidelines

Chairman Widuch stated that of the revenues generated from State ATAX funding, the first 5% goes to the General Fund. The next 30% is required to be given to a chosen non-profit organization to generate tourism. Historically the Town has provided those funds to the Charleston Visitors Bureau. The left-over funds are what will be allocated by the Committee.

Chairman Widuch explained that at the 2019 meeting, the projected funding and allocation of \$1.1 million was awarded. The revised projected funding of \$860,000.00 reflects the shortfall in the funds received by the Town in the fourth quarter due to the pandemic. The deficit of \$240,000.00, some of which has already been distributed, will offset the reduction in the unpaid awards and the reduction of this year's funding amount to \$730,000.00.

Chairman Widuch stated that he would recommend to Town Council to consider a policy in which going forward, each of the funding amounts allocated to a recipient be translated into a percentage of the total allocation amount. Using the percentage, up to the allocated amount, would prevent the overpayment of awarded funding in the future. Any funding received by the

Town and not allocated with be carried over to the next year's total allocation amount. Committee members engaged in an in-depth discussion of the suggested policy.

**B. Applications for the Fiscal Year 2020-2021**

Chairman Widuch explained the Committee's process of presenting an application to the Committee. He indicated the Committee would hear a short presentation from each of the seven applicants explaining their proposal and answering any questions. The SATAX Committee's job is to evaluate the applications and make a recommendation on funding amounts to the Town's Ways and Means Committee. They, in turn, make a recommendation to the Town Council, who will vote on the approval of the allocations in early June. He reminded the attendees that Town Council has the authority to accept or modify any of the recommendations.

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

Project	Applicant Sponsor	2020/2021 Application Request
<u>Events Promotion</u>	Freshfields Village	\$ 20,000
<u>Marketing &amp; Advertising Promoting Tourism</u>	Freshfields Village	\$ 55,000
<u>Public Access Events</u>	Kiawah Island Golf Resort	\$ 435,000
<u>2021 PGA Championship</u>	Professional Golfer's Association of America	\$ 120,000
<u>Beach Patrol</u>	Town of Kiawah Island	\$ 50,000
<u>Charleston County Sheriff Deputies</u>	Town of Kiawah Island	\$ 191,000
	<b>Totals for Year Ending</b>	<b>\$ 871,000</b>

- 5) **Freshfields Events Promotion Tourism**  
TOKI/Freshfields Village  
Requested: **\$20,000**
  
- 6) **Freshfields Marketing and Advertising Promotion Tourism**  
TOKI/Freshfields Village  
Requested: **\$55,000**

Committee members discussed the uncertainty of future events and restrictions, funding applications based on anticipated events, and recalibration to funding applications based on events having a better chance of taking place and bringing visitors to the island. It was agreed that the focus should be on tourism marketing and those elements associated with tourism.

- 7) **Public Access Events**  
TOKI / Kiawah Island Golf Resort  
Requested: **\$435,000**
  
- 8) **2021 PGA Championship**  
Professional Golfers Association of America  
Requested: **\$120,000**
  
- 9) **Town of Kiawah Island Beach Patrol**  
Town of Kiawah Island  
Requested: **\$50,000**
  
- 10) **TOKI - Charleston County Sheriff Deputies**  
Town of Kiawah Island  
Requested: **\$191,000**

Committee members discussed the applications and placed their individual funding recommendations on a worksheet. Ms. Szubert then calculated the funding recommendation based on an average of the amounts submitted on the worksheets.

Recommended funding amounts:

- |     |   |           |                        |
|-----|---|-----------|------------------------|
| 5)  | <b><u>Freshfields Events Promotion Tourism</u></b><br>TOKI/Freshfields Village<br>Recommend Funding:                      | \$11,357  | reduction of \$8,643   |
| 6)  | <b><u>Freshfields Marketing and Advertising Promotion Tourism</u></b><br>TOKI/Freshfields Village<br>Recommend Funding:   | \$32,071  | reduction of \$22,929  |
| 7)  | <b><u>Public Access Events</u></b><br>TOKI / Kiawah Island Golf Resort<br>Recommend Funding:                              | \$332,143 | reduction of \$102,857 |
| 8)  | <b><u>2021 PGA Championship</u></b><br>Professional Golfers Association of America<br>Requested:                          | \$120,000 |                        |
| 9)  | <b><u>Town of Kiawah Island Beach Patrol</u></b><br>Town of Kiawah Island<br>Recommend Funding:                           | \$48,429  | reduction of \$1,571   |
| 10) | <b><u>TOKI - Charleston County Sheriff Deputies- Seasonal Coverage</u></b><br>Town of Kiawah Island<br>Recommend Funding: | \$186,000 | reduction of \$5,000   |

The funding recommendations totaled \$730,000.00 with a reduction of \$141,000.00. Committee members agreed with the funding recommendation amounts.

*Mr. Warren made a motion to recommend to the Ways and Means Committee the funding allocation amounts as presented. The motion was seconded by Mr. Wilson and was unanimously passed.*

VI. Citizens Comments:

None

VII. Adjournment:

*Mr. Wilson made a motion to adjourn the meeting at 2:04 pm. The motion was seconded by Mr. Semmler and was unanimously passed.*

Respectfully submitted,

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

Date: 4.24.2021