

**TOWN OF KIAWAH ISLAND**  
**State Accommodation Tax Committee Meeting**  
Kiawah Island Municipal Center  
Council Chambers  
April 14, 2021; 1:00 PM

**AGENDA**

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

**II. Roll Call:**

Present: Dan Prickett, *Chairman*  
Roger Warren  
Pam Harrington  
Diana Mezzanotte  
John Wilson  
Don Semmler  
David Wohl

By Phone: Amy Anderson

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

**III. Approval of Minutes:**

**A. SATAX Meeting Minutes of May 21, 2020**

*Ms. Mezzanotte made a motion to approve the minutes of May 21, 2020. The motion was seconded by Mr. Wilson and was carried unanimously.*

**IV. Old Business:**

None

**V. New Business:**

**A. General discussion of SATAX guidelines**

Chairman Prickett reviewed the State guidelines stating that SATAX funding must be used for expenditures that support or attract tourism, defining tourists as people that travel more the 50 miles away from their home. He explained that the community must also have a concentration of tourism activity, and expenditures are based on the level of tourism relative to the rest of the population.

Chairman Prickett stated the approved funding level for FY 20-21 was \$700,000.00. The amount was a significant reduction from previous years and due to the uncertainty of the economic impact of COVID 19. He noted that with recent tourism activity volume, current projections show more than \$500,000.00 in excess funds. The committee would have the option to consider new applications for FY 20-21 and allocate the additional funding before the end of the

fiscal year or carry over the funds into FY21-22. An additional meeting could be held in November 2021 to consider new applications for any remaining funds.

Committee members discussed that having a meeting in November would provide a more exact amount of the surplus funds available, current application amounts being based on allocations made in previous years rather than the funds available in FY21-22, and the sustainability of current tourist activity into the next year. There was a suggestion to look at holding events in the January and February months. Members discussed several ideas on possible events and the suggestion to enlist the help of the Charleston Visitor Bureau in the event selection.

**B. Applications for the Fiscal Year 2021-2022**

Project	Applicant Sponsor	2021/2022 Application Request
Events Promotion	Freshfields Village	\$ 30,000
Marketing & Advertising Promoting Tourism	Freshfields Village	\$ 58,000
Public Access Events	Kiawah Island Golf Resort	\$ 435,000
Wedding Destination Marketing & Advertising	Andell Inn	\$ 47,764
Beach Patrol	Town of Kiawah Island	\$ 100,000
Charleston County Sheriff Deputies	Town of Kiawah Island	\$ 423,000
	<b>Totals for Year Ending</b>	<b>\$ 1,093,764</b>

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

- 5) **Freshfields Events Promotion Tourism**  
Freshfields Village  
Requested: \$30,000
  
- 6) **Freshfields Marketing and Advertising Promotion Tourism**  
Freshfields Village  
Requested: \$58,000
  
- 7) **Public Access Events**  
Kiawah Island Golf Resort  
Requested: \$435,000
  
- 8) **Wedding Destination Marketing and Advertising**  
Andell Inn  
Requested: \$47,764
  
- 9) **Town of Kiawah Island Beach Patrol**  
Town of Kiawah Island  
Requested: \$100,000
  
- 10) **TOKI - Charleston County Sheriff Deputies**  
Town of Kiawah Island  
Requested: \$423,000
  
- TOTAL FUNDS REQUESTED: \$1,093,764.00**

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

The Committee Members agreed to decide if an additional meeting will be scheduled to consider new applications in early November.

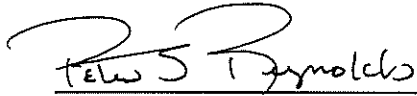
VI. Citizens Comments:

None

VII. Adjournment:

*Mr. Wohl made a motion to adjourn the meeting at 1:47 pm. The motion was seconded by Mr. Wilson and was unanimously passed.*

Respectfully submitted,



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Petra S. Reynolds, Town Clerk

Approved on: 12-10-2021