TOWN OF KIAWAH ISLAND

State Accommodation Tax Committee Meeting

Municipal Center Council Chambers December 10, 2021; 1:00 PM

Minutes

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

Via Zoom:

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 April 14, 2021

Mr. Semmler made a motion to approve the minutes of April 14, 2021. The motion was seconded by Mr. Wohl and was carried unanimously.

IV. Old Business:

None

V. New Business:

A. December Applications for Fiscal Year 2021-2022

Project	Applicant Sponsor Freshfields Village	December 2021/2022 Application Request	
A National & Regional Influencer Event		\$	250,000
Kiawah Island Marketing	Kiawah Island Golf Resort	\$	200,000
Kiawah Island Map and Guest Guide	Kiawah Island Community Association	\$	22,000
South Atlantic Lifesaving Association Regional Meeting	Charleston County Life Association	\$	10,000

Chairman Prickett stated that there was difficulty in predicting the amount of SATAX funding available earlier in the year, and the committee agreed to have another meeting later in the year. The projected amount was underestimated, and additional SATAX applications are being considered for funding to be used in the current year. Based on the current predictions, the total amount of funding available is just over \$2,000,000.00, and application requests have been received for \$482,000.00.

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

A National & Regional Influencer Event

Freshfields Village Requested:

\$250,000

Committee members engaged in an in-depth discussion of details of the influencer event application, which included selection and vetting of influencers, data/stats provided at the end of the event, comparison to conventional direct or print advertising, distribution of fees, the value of information gathered, partnerships, reporting of event progress, and if the event falls within the SATAX guidelines.

Kiawah Island Marketing

Kiawah Island Golf Resort Requested:

\$200,000

Committee Members engaged in an in-depth discussion of the use of the funding requested in the application.

Kiawah Island Map and Guest Guide

Kiawah Island Community Association Requested:

\$ 22,000

Committee Members discussed concerns on if the request falls within the SATAX guidelines and the map is not a representation of all of the Town. In the discussion of the request including an updateable design file for future use, Ms. Anderson offered to produce the guide using the baseline map she has available with the addition of specific communication items from the Community Association to save the redesign cost.

South Atlantic Lifesaving Association Regional Meeting

Charleston County Life Association Requested:

\$ 10,000

TOTAL FUNDS REQUESTED:

\$482,000.00

Committee Members agreed that the funding request for Kiawah Island Map and Guest Guide would be adjusted to \$15,000.00 for printing.

Members placed their individual funding recommendations on a worksheet that were gathered to allow Ms. Szubert to aggregate the funding recommendations.

Members reviewed the recommendation for each of the applications.

Mr. Warren made a motion to round the recommendations to the nearest thousand. Ms. Mezzanotte seconded the motion, and it was unanimously passed.

Ms. Szubert confirmed that any remaining funding would roll over to the next year. The state requires that funds be spent within two years.

Funding recommendation with the reduction from the application request:

A National & Regional Influencer Event

Freshfields Village Recommend Funding:

\$236,000

reduction of \$14,000

Kiawah Island Marketing

Kiawah Island Golf Resort Recommended Funding

\$172,000

reduction of \$28,000

Kiawah Island Map and Guest Guide

Kiawah Island Community Association Recommended Funding

\$15,000

reduction of \$7,000

South Atlantic Lifesaving Association Regional Meeting

Charleston County Life Association Recommend Funding:

\$9,000

reduction of \$1,000

The funding recommendations totaled \$432,000.00, which included a funding reduction of \$50,000.00. 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 rounded. The motion was seconded by Mr. Wilson and was unanimously passed.

VI. Citizens Comments:

None

VII. Adjournment:

Mr. Wohl made a motion to adjourn the meeting at 2:33 pm. The motion was seconded by Mr. Warren and was unanimously passed.

Respectfully submitted,

Petra S. Reynolds, Town Clerk

Approved on: 4 . 19 . 2022