



Town of *Kiawah Island*

Mayor

John. D. Labriola

Council Members

F. Daniel Prickett

Vacant

John Moffitt

Vacant

Town Administrator

Stephanie Monroe Tillerson

SPECIAL CALL WAYS & MEANS COMMITTEE MEETING

Kiawah Island Municipal Center

Council Chambers

October 4, 2022; 1:30 pm

AGENDA

- I. Call to Order:**
- II. Pledge of Allegiance**
- III. Roll Call:**
- IV. Approval of Minutes:**
 - A. Special Call Ways and Means Committee Meeting of September 6, 2022** [Tab 1]
- V. Citizens' Comments: (Agenda Items only)**
- VI. Old Business:**

None
- VII. New Business:**
 - A. Review and Recommendation to Town Council for Approval of the State ATAX Funding Amounts** [Tab 2]
 - B. Review and Recommendation to Town Council for Approval of contract with Lou Hammond Group** [Tab 3]
- VIII. Chairman's Report:**
- IX. Treasurer's Report:**
- X. Citizen Comments:**
- XI. Committee Member's Comments:**
- XII. Adjournment:**



Tab | 1

WAYS AND MEANS

Agenda Item

WAYS & MEANS COMMITTEE MEETING

Kiawah Island Municipal Center

Council Chambers

September 6, 2022; 1:30 pm

AGENDA

I. Call to Order: *Chairman Prickett called the meeting to order at 1:30 pm.*

II. Pledge of Allegiance

III. Roll Call:

Present at Meeting: Dan Prickett, *Chairman*
John D. Labriola, *Mayor*
Maryanne Connelly, *Councilmember*
John Moffitt, *Councilmember*

Also Present: Stephanie Tillerson, *Town Administrator*
John Taylor, Jr. *Planning Manager*
Ruthie Foster, *Arts & Cultural Events Coordinator*

IV. Approval of Minutes:

A. Special Call Ways and Means Committee Meeting of July 5, 2022

Committee Member Connelly made a motion to approve the minutes of the July 5, 2022 Special Call Ways and Means Committee meeting. Committee Member Moffit seconded the motion, and it was unanimously approved.

B. Special Call Ways and Means Committee Meeting of August 2, 2022

Committee Member Moffit made a motion to approve the minutes of the August 2, 2022 Special Call Ways and Means Committee meeting. Committee Member Connelly seconded the motion, and it was unanimously approved.

V. Citizens' Comments: (Agenda Items only)

None

VI. Old Business:

None

VII. New Business:

A. Review and Recommendation to Town Council for Approval of the Proposal to Conduct a Performing Arts Center Feasibility Study

Ms. Foster stated that in July 2022, the Town issued an RFP seeking the services of a qualified consulting firm to conduct a comprehensive study to determine the feasibility of creating a Performing Arts and Cultural Center. A selection committee evaluated the nine submitted proposals and narrowed their selection to four firms. After further review, the committee recommended Webb Management Services to conduct the study.

AMS	\$85,750
Johnson Consulting	\$67,500
Theatre Projects Consultants Inc.	\$79,738
Webb Management Services	\$77,500
ConsultEcon	\$230,565
DLR Group	\$76,800
Don Hirsch Design Studio, LLC	\$50,404
Jones-Phillips Associates, LLC	\$43,410
Victus Advisors, LLC	\$44,495

Webb Management Services and their sub-consultant, Theatre Consultants Collaborative (TCC), both contain the necessary experience and perspective to thoroughly and successfully complete this study. Their qualifications can be showcased in their past experiences with various governments, arts, and community organizations. The project team possesses a unique background of business combined with art that well equips them to aid the Town, with Duncan Webb serving as the team lead. Their proposal outlines a measurable and comprehensive project scope broken up into two phases carefully tailored to meet the unique needs outlined in the Town's RFP. The Webb Management proposal also emphasized their ability to be flexible throughout the process. With both Webb Management Services and TCC being highly recommended by their references, the selection committee is confident they will provide comprehensive service to the Town.

The total cost of the Webb Management Service's proposal is \$77,500.00. Fifty thousand (\$50,000.00) was budgeted in the Arts Council Fund; therefore, staff requested that the Ways and Means Committee recommend the approval of the additional \$27,500 in funding to Town Council.

Committee Member Connelly made a motion to recommend to Town Council the approval of the additional \$27,500 in funding for the feasibility study. Committee Member Moffit seconded the motion, and it was unanimously approved.

VIII. Chairman's Report:
None

IX. Treasurer's Report:
A. Budget Report for the Fiscal Year Ended 6/30/2022

Chairman Prickett stated that Ms. Szubert was unable to attend the meeting to present the report, but that report was available on the Town's website. Members commented on the exceptional report showing revenues were up and expenses were in line. Ms. Tillerson added that the increased revenues were also reflected in the Accommodations Tax revenues. A SATAX Committee will meet for a second time later in the month to consider additional funding requests.

X. Citizen Comments:
None

XI. Committee Member's Comments:
None

XII. Adjournment:

Committee Member Connelly made a motion to adjourn the meeting at 1:38 pm. Committee Member Moffitt seconded the motion, and it was unanimously approved.

Submitted by,

Petra S. Reynolds, Town Clerk

Approved by,

F. Daniel Prickett, Chairman

Date

DRAFT



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WAYS AND MEANS

Agenda Item

Town of Kiawah Island SATAX Funding Recomenenations September FY 2022-2023						
Tab #	Project	Applicant Sponsor	2022/2023 Funded Amount	September 2022/2023 Application Request	SATAX Committee Funding Recommendation	Ways and Means Committee Funding Recommendation
4	Destination Marketing & Video Production	Andell Inn	\$ 89,664	\$ 30,000	\$ 30,000	
5	Andell Inn Influencer Marketing Campaign	Andell Inn		\$ 30,000	\$ 30,000	
6	Kiawah Island Marketing	Kiawah Island Golf Resort	\$ 475,000	\$ 150,000	\$ 141,667	
7	Experiencing the History of Kiawah Island	Eleanor Riesenberg		\$ 116,000	\$ 8,333	
8	Sea Islands Shorebird Festival	Town of Kiawah Island		\$ 20,500	\$ 10,667	
	Kiawah Lifeguard Training Equipment	Charleston County Life Association	\$ 14,058			
	Events Promotion	Freshfields Village	\$ 30,000			
	Tourism Marketing & Advertising	Freshfields Village	\$ 60,000			
	Beach Patrol Services	Town of Kiawah Island	\$ 467,200			
	Charleston County Sheriff Deputies	Town of Kiawah Island	\$ 700,000			
		Totals for Year Ending	\$ 1,835,922	\$ 346,500	\$ 220,667	

Total Available for Funding

\$ 2,400,000 \$ 1,000,000 \$ 1,000,000

Total in excess of Funding

\$ 564,078 \$ 653,500 \$ 779,333 \$ -

State Gudelines for each category:

Tourism-related expenditures include:

- 1 advertising and promotion of tourism so as to develop and increase tourist attendance through the generation of publicity
- 2 promotion of the arts and cultural events
- 3 construction, maintenance, and operation of facilities for civic and cultural activities including construction and maintenance of access and other nearby roads and utilities for the facilities
- 4 the criminal justice system, law enforcement, fire protection, solid waste collection, and health facilities when required to serve tourists and tourist facilities. This is based on the estimated percentage of costs directly attributed to tourists
- 5 public facilities such as restrooms, dressing rooms, parks, and parking lots
- 6 tourist shuttle transportation
- 7 control and repair of waterfront erosion
- 8 operating visitor information centers



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WAYS AND MEANS

Agenda Item



REQUEST WAYS AND MEANS

COMMITTEE ACTION

TO: Chairman and Committee Members

FROM: Chris Makowski, Communications Manager

SUBJECT: Request for a recommendation to the Town Council for Approval of contract extension with Lou Hammond Group

DATE: October 4, 2022

BACKGROUND: In June 2022, Town Council approved a 3-month contract with Lou Hammond Group to provide consulting services for the Town and its Communications Department. With the 3-month contract ending on September 27, 2022, The Communications Department would like to continue our partnership with Lou Hammond Group.

ANALYSIS: Over the last three months, the LHG worked with the Town's Communications team on pushing out communication materials related to The Cape, Capt. Sams Spit, the Development Agreement, Arts Council RFP, Andell West, and other communication topics that arose during the three-month period they were under contract. In addition to the communication materials, they also worked with the Communications team on the Development Resource Page (DRP) on the Town's website. The DRP has been a great resource to the community. The Town continues to update it as necessary.

In addition, according to the three-month contract with LHG, they worked with the Communications team to develop a twelve-month Strategic Communications plan (see attached).

Moving forward, the Communications team would like the opportunity to continue its working relationship for an additional nine months with LHG on the Strategic Communications Plan and other communication needs that might come up over the next nine months.

ACTION REQUESTED: Staff requests Ways and Means recommend to Town Council the approval of the nine-month contract extension with Lou Hammond Group for \$67,500 beginning October 1, 2022 – June 30, 2023.

BUDGET & FINANCIAL DATA: The cost will come out of the Town's General Fund Budget – Contingency Account



address: 145 King Street, Suite 411 | Charleston, SC 29401
phone: 843.722.8880 web: louhammond.com

September 19, 2022

John D. Labriola
Mayor
Town of Kiawah Island
4475 Betsy Kerrison Parkway
Kiawah Island, South Carolina 29455

Dear John:

This letter, when signed by you, will confirm that the Town of Kiawah Island will retain Lou Hammond Group (LHG) for a communications consulting per the scope below for 9 months beginning October 1, 2022 through June 30, 2023.

Communications Consulting (9 months): \$7,500/month

- Communications consulting
 - Assist in fulfilling recommendations from Strategic Communications Plan (delivered September 2022)
 - Includes: Town of Kiawah Island message house, audience-specific key messages and talking points, updating frequently asked questions and development resource page, creation of an annual communications content calendar, proactive message development, community relations, social media monitoring, etc.
- Manage media relations
 - Development, update of press kit
 - Creation of proactive PR campaign, initial focus on driving sustainability messaging to local media and manage upcoming project announcements
- Crisis management planning
- Copywriting
- Attend organizational meetings, as appropriate

In addition, you will be billed for reimbursement at cost for staff travel/mileage. Any other expenses will be presented to you in advance for review prior to incurring the expense on your behalf. All monies are payable upon receipt of invoice.

Please indicate your agreement in the space below and return one copy to us for our records.

You have our assurance of our best efforts on your behalf.

Sincerely,

LOU HAMMOND GROUP

Stephen Hammond
CEO

AGREED: _____