

# WAYS & MEANS COMMITTEE SPECIAL CALL MEETING

Via Zoom

January 10, 2022; 1:00 pm

## MINUTES

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

**Present at the meeting:** Dan Prickett, *Chairman*  
John D. Labriola, *Mayor*  
Maryanne Connelly, *Committee Member*  
John Moffitt, *Committee Member*  
Dr. Scott Parker, *Committee Member*

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

### II. New Business:

#### A. To Consider Recommendation to Town Council for Approval of State ATAX Funding Amounts

Chairman Prickett stated that it was unusual for the SATAX (State Accommodation Tax) Committee to meet again after making their funding recommendations in April 2021. This year, the SATAX revenues budgeted for allocation were expected to be lower due to COVID but were substantially higher than anticipated.

The SATAX funding recommendations for FY2022 were approved in May 2021, leaving a considerable amount of funding unallocated. Rather than hold the funds over to the next year, at the April meeting, the SATAX Committee proposed holding another meeting later in the year to consider additional applications if there were needs in the community.

The SATAX Committee met on December 10, 2021, to review additional applications. Chairman Prickett reviewed the December 2021/2022 application requests and the SATAX Committee funding recommendations.

Category #	Project	Applicant/Sponsor	April 2021/2022 Funding	December 2021/2022 Application Request	SATAX Committee Funding Recommendation	Total Recommended 2021/2022 Funding	Ways and Means Committee Funding Recommendation
1	A National & Regional Influencer Event	Freshfields Village	\$ 35,000	\$ 250,000	\$ 215,000	\$ 250,000	
2	Kiawah Island Marketing	Kiawah Island Golf Resort	\$ 430,000	\$ 200,000	\$ 172,000	\$ 602,000	
3	Kiawah Island Map and Guest Guide	Kiawah Island Community Association		\$ 22,000	\$ 15,000	\$ 37,000	
4	South Atlantic Lifesaving Association Regional Meeting	Charleston County Life Association		\$ 10,000	\$ 9,000	\$ 19,000	
5	Marketing & Advertising Promoting Tourism	Freshfields Village	\$ 50,000			\$ 50,000	
6	Wedding Destination Marketing & Advertising	Andell Inn	\$ 40,754			\$ 40,754	
7	Beach Patrol	Town of Kiawah Island	\$ 100,000			\$ 100,000	
8	Charleston County Sheriff's Deputies	Town of Kiawah Island	\$ 475,000			\$ 475,000	
	<b>Totals for Year Ending</b>		<b>\$ 1,093,754</b>	<b>\$ 482,000</b>	<b>\$ 432,000</b>	<b>\$ 1,575,754</b>	
Total Available for Funding (designed to reflect latest projections)			<b>\$ 1,093,754</b>	<b>\$ 1,000,000</b>	<b>\$ 1,000,000</b>	<b>\$ 1,093,754</b>	
			<b>\$ 1,093,754</b>	<b>\$ 118,000</b>	<b>\$ 68,000</b>	<b>\$ 1,279,754</b>	

Chairman Prickett stated that the first funding in April allocated an amount of \$1,093,764.00. The additional \$482,000.00 in funding requests were reviewed at the December SATAX meeting and

recommended to receive \$432,000.00 in funding. Based on the SATAX recommendations, the total FY 2021-2022 funding would be \$1,525,764.00 of the \$2,093,764.00 available, leaving \$568,000.00 to be carried over for up to the next two years.

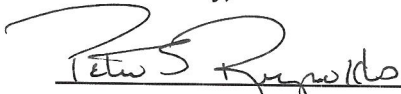
Committee Members engaged in an in-depth discussion of the National & Regional Influencer Event application, event details, and how the funding would be allocated.

***Committee Member Moffitt made a motion to recommend to Town Council to approve the SATAX Funding Recommendations for \$432,000.00. Committee Member Parker seconded the motion, and it was unanimously passed.***

### **III. Adjournment:**

*The meeting was unanimously adjourned at 1:16 pm*

Submitted by,

  
Petra S. Reynolds, Town Clerk

Approved by,

  
F. Daniel Prickett, Chairman

1-28-22  
Date