

SPECIAL CALL
WAYS & MEANS COMMITTEE MEETING
Kiawah Island Municipal Center Council Chambers
October 4, 2022; 1:30 pm

Minutes

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*
John Moffitt, *Councilmember*

Also Present: Stephanie Tillerson, *Town Administrator*
Dorota Szubert, *Finance Director*
Chris Makowski, *Communications Manager*

IV. **Approval of Minutes:**

A. Special Call Ways and Means Committee Meeting of September 6, 2022

Committee Member Moffitt made a motion to approve the minutes of the September 6, 2022 Special Call Ways and Means Committee meeting. Mayor Labriola 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 State ATAX Funding Amounts

Ms. Szubert stated the State ATAX Committee met in September for the second time to consider applications for the approximately \$1,000,000.00 in leftover funding.

Ms. Szubert stated that the five application requests totaled \$346,500.00. Four applicants were funded earlier in the year, with one new applicant requesting funding to promote the history of Kiawah Island. After the applicant presentations, the SATAX Committee members individually vote on each application. The votes are then averaged to obtain a funding recommendation amount that the SATAX committee approves.

Ms. Szubert stated that following the approval, it was discovered that an error had been made when averaging the votes for the recommended amount on the Town application. The SATAX Committee voted to approve full funding of \$20,500.00, but the amount should have been \$10,667.00.

Committee members discussed the recommendations with Committee member Moffitt suggesting that the applications from the Andell Inn, Golf Resort, and the Town be fully funded. In further discussion of the Riesenbergs application, Committee Members agreed that the application, while a good idea, was not tourism related.

Committee Member Moffitt made a motion to recommend to Town Council to fully fund the applications from the Andell Inn, Golf Resort, and the Town and not fund the application from Ms. Riesenbergs. Mayor Labriola seconded the motion.

Mayor Labriola stated that the issue of history is of paramount importance and encouraged Ms. Tillerson to work with Ms. Riesenbergs to obtain funding to keep her project moving forward.

Following the discussion, the motion was unanimously approved.

B. Review and Recommendation to Town Council for Approval of contract with Lou Hammond Group

Mr. Makowski stated in June 2022, Town Council approved a 3-month contract with Lou Hammond Group (LHG) 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 the partnership with the Lou Hammond Group.

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, LHG also worked with the Communications Team on the Development Resource Page on the Town's website and a twelve-month Strategic Communications plan.

Moving forward, the Communications team would like the opportunity to continue its working relationship and requests the 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.

Ms. Donnelly, with LHG, stated that in working with Town over the past three months, they have learned about the opportunities and challenges of the Communications Team. As a result, the proposal submitted included a cohesive Strategic Communications plan with an element of public relations and the creation of an annual strategic content calendar to look at opportunities available for communications.

Mayor Labriola made a motion to recommend to the Town Council the approval of the contract with the Lou Hammond Group. Committee Member Moffitt seconded the motion, and it was unanimously approved.

VIII. Chairman's Report:

None

IX. Treasurer's Report:

Ms. Szubert stated that the final payment of \$440,000.00 from the American Rescue Plan funding had been received.

X. Citizen Comments:

None

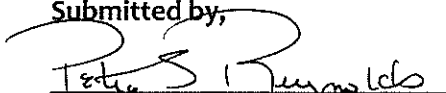
XI. Committee Member's Comments:

None

XII. Adjournment:

Committee Member Moffitt made a motion to adjourn the meeting at 1:58 pm. Mayor Labriola seconded the motion, and it was unanimously approved.

Submitted by,


Petra S. Reynolds, Town Clerk

Approved by,


F. Daniel Prickett, Chairman

11-11-22

Date