

Accommodations Tax Advisory Committee

11:00 a.m., Wednesday, November 14, 2018

The Accommodations Tax Advisory Committee (ATAX) was called to order at 11:00 a.m., Wednesday, November 14, 2018 in Council Chambers of City Hall, 1207 Palm Boulevard, Isle of Palms, South Carolina. Attending the meeting were Committee members Malcolm Burgis, Susan Haynie, Julise Spell, Rusty Williamson and Chair David Nelson, Treasurer Suggs, Interim Administrator Fragoso and City Clerk Copeland; a quorum was present to conduct business. Sally Leydig and Margaret Miller were absent.

1. Chair Nelson called the meeting to order and acknowledged that the press and public were duly notified of the meeting in accordance with the Freedom of Information Act.

2. Approval of Previous Meeting's Minutes

MOTION: Ms. Spell moved to approve the minutes of the regular meeting of June 13, 2018 as submitted; Ms. Haynie seconded and the motion PASSED UNANIMOUSLY.

3. Citizens' Comments – none

4. Financial Statements – Treasurer Suggs

Treasurer Suggs apologized for not having the financial reports ready to be included in the meeting packet; she stated that she was out of the office for the better part of last week attending a BS&A users group meeting in Savannah. She distributed the reports prior to her comments on them.

The Distribution of Funds Received schedule showed that the City has received the Funds for the quarter ended September 30, 2018, and the total was approximately eight hundred forty thousand dollars (\$840,000). The amount that went into the General Fund was forty-seven thousand nine hundred twenty dollars (\$47,920), and the amount going into the State ATAX Fund was five hundred forty-one thousand seven hundred dollars (\$541,700; the balance of two hundred fifty-three thousand dollars (\$253,000) went to the CVB to promote tourism for the Isle of Palms.

Recent expenditures from the State ATAX Fund were as follows:

• 2018 fireworks show	2,000
• 2019 fireworks show deposit	12,500
• Turtle Trek sponsorship	10,000
• Website expenses	3,420
• PSB maintenance@25% - HVAC repairs	
• In-car cameras for Police Dept.	27,000
• Thermal imaging camera for Fire Dept.	8,070
• Mack flatbed truck for Public Works (1/3)	35,000
• Mack garbage packer for Public Works (1/3)	51,000
• 25% to replace underground storage tanks at Public Works site	
• Front Beach restrooms	
• 5 replacement parking kiosks	57,000

5. **Old Business – None**

6. **New Business**

A. Sponsorship for the 2019 Charleston Wine & Food in the amount of \$5,000

Gillian Zestler, Executive Director of the Wine & Food festival, addressed the Committee and thanked them for their past support of the festival. She reported that the economic impact of the festival in 2018 was over fifteen million dollars (\$15,000,000), up from nine point six million dollars (\$9,600,000) in 2017; the festival also had a significant increase in attendance. Again in 2019, an event will be held at Coda Del Pesce here on the Isle of Palms, and in partnership with Wild Dunes and Wyndom Vacation Rentals, accommodations for both talent and festival attendees who were making the trip a vacation opportunity. From survey data collected by the College of Charleston, stays for festival attendees increased to just over five (5) nights in 2018, and forty-seven percent (47%) of attendees are from outside the Charleston area, i.e. a distance greater than fifty (50) miles from Charleston. The festival runs from Wednesday, March 6th through Sunday, March 10th and will have one hundred twenty (120) events.

MOTION: Ms. Haynie moved to recommend a sponsorship of \$5,000 for the 2019 Charleston Wine and Food festival; Mr. Burgis seconded and the motion PASSED UNANIMOUSLY.

B. Sponsorship for the 2019 Family Circle Junior Tennis Championship in the amount of \$5,000

Dewey Caulder, Tennis Director for the Family Circle, thanked the Committee for its past sponsorships. He announced that in 2019, events will be held at the Daniel Island Club, Live to Play in Mount Pleasant, the Wild Dunes Resort and the Family Circle Tennis Center; from surveys they conducted they learned that many players' families stay in Wild Dunes. The Family Circle Junior Tennis Championship is a Southern Level 3 tennis tournament for eighteen and under juniors; the participants usually bring their parents and coach to these events. This event is a qualifier for bigger events all over the nation, and participants come from all over the country; the participation is estimated at seventy-five percent (75%) out-of-towners. The event is scheduled for February 16th through February 18th.

MOTION: Ms. Spell moved to recommend a sponsorship of \$5,000 for the 2019 Family Circle Junior Tennis Championship; Mr. Burgis seconded and the motion PASSED UNANIMOUSLY.

7. **Miscellaneous Business**

Next Meeting Date: 11:00 a.m., Wednesday, January 9, 2019 in Council Chambers

8. **Adjourn**

MOTION: Mr. Burgis moved to adjourn the meeting at 11:15 a.m.; Chair Nelson seconded and the motion PASSED UNANIMOUSLY.

Respectfully submitted:
Marie Copeland, City Clerk