



**Accommodations Task Force Meeting
10:00am, Thursday, March 17, 2022
1207 Palm Boulevard, Isle of Palms, SC and
broadcasted live on YouTube: <https://www.youtube.com/user/cityofisleofpalms>**

MINUTES

1. Call to Order

Present: Rusty Streetman, Sam Parris, Sarah Vega, Curtis Kay, Bret Jones, Katrina Limbach, Randy Walker

Absent: Melissa Simbana, Ray Burns

Staff Present: Administrator Fragoso, Director Kerr

2. Approval of Previous Meeting's Minutes – February 24, 2022

MOTION: Ms. Vega made a motion to approve the minutes of the February 24, 2022 meeting, and Ms. Limbach seconded the motion. The motion passed unanimously.

3. Presentation by Helen Hill, CEO of the Charleston Visitor's Bureau

Ms. Helen Hill, CEO of the Charleston Visitor's Bureau, gave a presentation speaking to the relationship between the CVB and the Isle of Palms. The overarching goal of the CVB, she said, is to create overnight visitors in the Charleston area at the highest nightly rate possible. She explained how and where ATAX funds are created and how they flow from the taxpayer to the individual municipalities. She said that 87% of their \$22M budget is spent on marketing, media, and public relations. The CVB is the second largest DMO in the state just after Myrtle Beach. She also reviewed some of the more recent initiatives of the CVB, one of which is a new IOP-specific website for IOP business owners.

This IOP-specific website is not yet up and running as they are awaiting more island businesses to request space on the site. Any island business with an active business license that is interested in visitor-related business qualifies for placement on the website. The City has been contacting business owners and will continue to speak about the effort at the quarterly meetings with business owners.

Ms. Hill spoke about the regional marketing model employed by the CVB to attract visitors to the Charleston area. Ms. Limbach mentioned the growing relationship between the CVB and the newly formed IOP Chamber of Commerce. Council Member Streetman noted that some of the 65% ATAX Funds can also be used for tourism promotion. Ms. Hill said that it is possible to take some of the 30% funds and create IOP-specific advertising. She added that any IOP-specific

advertising such as suggested by Ms. Limbach and Ms. Vega would need to be approved by their Board.

Council Member Streetman asked how the CVB felt about the effect of inflation and fuel prices on visitors coming to the area. Ms. Hill said that an increase in gas prices is not likely to affect the plans of a family or group already spending a lot of money to come here.

Council Member Streetman shared that the CVB is a platinum sponsor of the newly formed LENS program on the island.

4. Discussion of what additional data/research/information is needed

Mr. Parris suggested learning about the City's budget, understanding wholistically how ATAX fits into the budget, and what it helps to fund. Administrator Fragoso said she would give a presentation at the next meeting about the financial impact of ATAX funds on the City's budget.

Administrator Fragoso said the Attorney General has not yet responded to TERC's request for an opinion about using another or creating a new DMO. She is unsure of the process by which an organization can qualify to be considered a DMO and receive ATAX funds.

Council Member Streetman said he would also like to have a representative from Folly Beach's DMO come speak to the Task Force.

5. Next steps/assignments

Council Member Streetman encouraged Task Force members to review the ATAX meeting videos and or the minutes from previous meetings that are found on the City's website.

6. Miscellaneous Business

The next regular meeting of the Accommodations Task Force will be on Thursday, March 31, 2022 at 9:00am.

7. Adjournment

Ms. Limbach made a motion to adjourn, and Ms. Vega seconded the motion. The meeting was adjourned at approximately 10:07am.

Respectfully submitted,

Nicole DeNeane
City Clerk