

Accommodations Tax Advisory Committee
11:00 a.m., Thursday, October 17, 2019
Council Chambers
1207 Palm Boulevard, Isle of Palms, South Carolina

AGENDA

1. **Call to Order** and acknowledgment that the press and the public had been duly notified of the meeting in accordance with the Freedom of Information Act.
2. **Approval of Previous Meeting's Minutes**
Regular Meeting September 17, 2019
3. **Citizens' Comments**
4. **Financial Statements - Debbie Suggs**
5. **Old Business**
6. **New Business**
 - A. Presentation by the Charleston Visitors Bureau, Perrin Lawson and Frank Fredericks
 - B. Consideration of sponsorship request in the amount of \$6,000 from the IOP Turtle Team & IOP Exchange Club for the Isle of Palms Turtle Hatchling Scavenger Hunt
7. **Miscellaneous**
Date of Next Meeting: 11:00 a.m., Wednesday, _____, 2019
8. **Adjourn**

ATAX Committee
11:00am, Tuesday, September 17, 2019
City Hall Council Chambers
1207 Palm Boulevard, Isle of Palms, SC

MINUTES

1. Call to Order

Present: David Nelson, Susan Haynie, Rusty Williamson, Sally Muhlig

Absent: Malcolm Burgis, Margaret Miller, Julise Spell

Staff Present: Administrator Fragoso, Treasurer Suggs

2. Approval of Previous Meeting's Minutes

MOTION: Ms. Haynie made a motion to approve the minutes of the May 22, 2019 meeting, and Ms. Muhlig seconded the motion. The minutes passed unanimously.

3. Citizen's Comments – none

4. Financial Statements – Debbie Suggs

Treasurer Suggs gave a final (unaudited) overview of the end-of-year expenses of ATAX monies used during FY19. Some of the items covered in part or full by ATAX monies included beachfront expenses, the final debt payment on the Marina, fireworks display, repairs to the tennis courts, the City's website, salaries and benefits of one police officer and four firefighters, and three sponsorships.

Discussion ensued about the \$600,000 paid to the CVB from ATAX monies.

Administrator Fragoso and Treasurer Scruggs reminded the Committee that it is required by State law that 30% of ATAX monies be paid to a qualifying organization to promote tourism for the Isle of Palms. Administrator Fragoso said there has been discussion among Council about creating an internal committee to provide that function for the City. Mr. Williamson said he believes there should be more focus on protecting the beach and the island's infrastructure and not advertising. Mr. Nelson suggested having someone from the CVB come speak to the Committee at the next meeting.

Treasurer Suggs then reviewed the FY20 year-to-date report, stating the fund balance for ATAX monies is currently \$1.7 million. She also reported these monies are kept in an interest-bearing account along with other City monies. She pointed out that FY20's expenses will include \$1 million going towards the renovations at the Police and Fire departments. Treasurer Suggs shared that the City has made an attempt to reduce the amount of transfers from ATAX to cover operational expenses like salaries and benefits.

Treasurer Suggs shared a spreadsheet detailing fund balances for ATAX monies from FY14 through FY19 as well as forecasted balances through 2024. She pointed out that the fund balance is expected to be lower at the end of FY20 due to the monies paid out for the renovations, but it is expected to be rebound and be higher over time.

5. Old Business – none

6. New Business

A. Sponsorship request from Pure Theater in the amount of \$8,000

Sharon Graci of Pure Theater came before the Committee requesting a sponsorship of \$8,000 to help fund four interactive performances of “Osceola’s Muse” to be held in October on Sullivan’s Island.

MOTION: Mr. Williamson made a motion to approve Ms. Graci’s request, and Ms. Haynie seconded the motion. The motion passed unanimously.

B. Sponsorship request for LOWVELO in the amount of \$10,000

Shannon Rice came before the Committee requesting a sponsorship of \$10,000 to help fund operating and administrative expenses occurred in support of a fundraising bicycle ride. Monies requested from ATAX would allow all monies raised by the riders to benefit cancer research at the Hollings Cancer Center. Administrator Fragoso reported that this event has been approved by City Council as a City-sponsored event.

MOTION: Mr. Nelson made a motion to award \$5,000 to the LOWVELO fundraising request. Ms. Muhlig seconded the motion. The motion passed unanimously.

7. Miscellaneous

The date of the next meeting will be Wednesday, October 9 at 11am. Administrator Fragoso said she will ask Perrin Lawson from the CVB to attend the meeting.

8. Adjournment

The meeting was adjourned at 11:36am.

Respectfully submitted,

Nicole DeNeane
City Clerk

State Accommodations Tax Advisory Committee
Isle of Palms, South Carolina

Application for State Accommodations Tax Funds

Date Received: _____	Total Project Cost: _____
Total Accommodations Tax Funds Requested: _____	
Action Taken By Accom. Tax Advisory Committee: Date Approved _____ Denied _____	
Action Taken By Ways & Means Committee: Date Approved _____ Denied _____	
Action Taken By City Council: Date Approved _____ Denied _____	
Documentation required for payment: ___line item budget, ___invoices, ___Financial Report	

For Office Use Only

A. Project Name: IOP Turtle Hatchling Scavenger Hunt _____

B. Applicant Organization: City of Isle of Palms, IOP Exchange Club, Turtle Team

1. Mailing Address: _____

Telephone: _____ Fax: _____

2. Project Director: Kitty Riley/Mary Pringle

Telephone: _____ Fax _____

3. Description of Organization, Its Goals and Objectives: (see attached pages)

C. Description and Location of Project/Event: (see attached pages)

Single Event?

Ongoing Event/Annual Need?

1. Date(s) of Event: ___ or Project Start: **March 2020** Completion: **Ongoing**

2. Impact on Tourism: What percentage of persons benefitting from this project are tourists (50 ___%) vs. Isle of Palms residents (50 ___%).

*Source of tourist data: Website hits, completed pamphlets returned
(website hits, surveys, ticket sale information, etc.)

3. If this application is for an ongoing event, what is the percentage increase/decrease in tourist attendance versus the past year's event?

*Source of tourist data _____
(website hits, surveys, ticket sale information, etc.)

D. Funding: Sources of Income for This Event or Project

1. Sponsorships or Fundraising: Amount \$ _____ From _____

2. Entry Fees : Amount \$ _____ From _____

3. Donations: Amount \$ _____ From _____

4. Accommodations Tax Funds Request: Amount \$ 6,000 _____

Date(s) Required: January 2020 Lump Sum: Installments _____

5. Other:

6. Total Budget: \$6,000 first yr est

E. Financial Analysis

Please Provide Line Item Budget for Event or Project

Date for Submission to Isle Of Palms Treasurer of Financial Report for Event or Project: January 15th, 2020 _____

If awarded, funds are requested as follows:

- (1) Lump Sum(s): \$6,000 est _____ on January 31st, 2020 (date),
\$ _____ on _____ (date),
\$ _____ on _____ (date).

(2) Payment of Invoices as submitted to City Staff. Invoices should be submitted two weeks prior to due date.

2.

IOP Turtle Hatchling Scavenger Hunt

Purpose:

Education of children/public by promoting the roles turtles play on our island and ecology. Increase awareness and excitement of the turtle visitors to our shores.

Method:

Establish a scavenger hunt based upon clues to locate the hatchling plaques that contain educational information.

Program:

Establish 6 bronze turtle hatchlings w/plaques placed at front beach with fun turtle educational descriptions (see example included). The scavenger hunt information would be included on brochures, possibly IOP and Exchange Club Websites. The brochures would be available at local businesses, City Hall, etc. Reward could be IOP T-shirt. Estimated cost = \$6,000

Sponsors:

Partnership between the City of Isle of Palms; IOP Exchange Club, Turtle Team

Roles:

City funds, maintains and installs plaques; plaques will be located at 6 locations along Front Beach (Flagpole, Turtle Sculpture, Sidewalk adjacent to County Park, Public Safety Building, VFW, Public Restrooms/Hydration Station/Showers)

Exchange Club writes clues (See following page) & helps facilitate production and installation of plaques

Turtle Team provides educational descriptions that would go on plaques (see following page)

All promote via pamphlets, web site, social media and area businesses.

Timeline:

Install prior to 2020 Beach Season (early Spring)

Vision:

If scavenger becomes popular, there is an opportunity to grow “nests” to other areas on the island, such as Wild Dunes, Recreation Center, and the IOP Marina.

Potential Resources:

City of Isle of Palms, SC Aquarium, Front Beach Businesses & Realtors, Wild Dunes, Rec, Marina, CCPRC, others

Hatchling Hunt Clues (draft)

1. You'll find Mary near the flagpole, she's very patriotic. She's also an egg laying gal.
CLUE: Look for the stars & Stripes
2. Jo is across the street to cool down from the heat she may be resting near a bench or getting water.
CLUE: LOOK BOTH WAYS! You'll see her BIG brother and sister.
3. Babs is hoping to make it to the ocean. She will be near a beach path.
CLUE: Do you know where the County Park is?
4. Linda's very safe and obeys all the rules. She's going to be a survivor.
CLUE: Public Safety building would be a safe place to hide.
5. Jammer is getting a little warm and wants to head out to sea.
CLUE: Think two Scopes by two guys.
6. Ruth is following Jammer back to the beach with a stop.
CLUE: LOOK BOTH WAYS! She supports our Veterans.

Hatchling Hunt Educational Descriptions (draft)

1. **EGGS LAID** by mother loggerhead and buried, average 120 eggs, each turtle does this 4-6 times a season every 2 weeks.
2. **INCUBATE** under the sand which averages 48-60 days with heat from the sun required to hatch.
3. **HATCH & DIG OUT OF THE NEST** and run to the ocean trying to quickly avoid predators such as ghost crabs on the beach or fish in the ocean.
4. **SWIM** as fast as possible out to the Gulf Stream to hide in the floating Sargassum seaweed. Only one in one thousand will survive adulthood.
5. **DRIFT** with the ocean current all the way across the Atlantic Ocean and then return when about 15 years old to the South Carolina Coast.
6. **GROW UP** and begin to lay eggs in South Carolina. After laying hundreds of eggs in the summer, adults migrate south to spend the winter since they are cold-blooded reptiles and need warm water.