

Accommodations Tax Advisory Committee

11:00 a.m., Wednesday, July 12, 2017

The regular meeting of the Accommodations Tax Advisory Committee was held at 11:00 a.m., Wednesday, July 12, 2017 in Council Chambers of City Hall, 1207 Palm Boulevard, Isle of Palms, South Carolina. Attending the meeting were Malcolm Burgis, Susan Haynie, Sally Muhlig, Julise Spell, Rusty Williamson, Chair David Nelson, Administrator Tucker and Clerk Copeland; a quorum was present to conduct business. Margaret Miller was 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. Haynie moved to approve the minutes of the regular meeting of May 10, 2017 as submitted; Mr. Burgis seconded and the motion PASSED UNANIMOUSLY.

3. Citizens' Comments – None

4. Financial Statements

Administrator Tucker noted that Treasurer Suggs was involved with a software demonstration and would not attend the meeting; the Administrator would review the financial information.

The Administrator stated that the financial reports presented at this meeting were the preliminary year-end numbers; from the balance sheet, she reported that the report showed a year-end cash balance of approximately one million eight hundred thousand dollars (\$1,800,000). The preliminary revenue sheet has increased by the May interest of sixteen hundred eleven dollars (\$1,611); revenue through June is one million one hundred thirty-two thousand dollars (\$1,132). Yet to be received are the June quarterly payment from the state and the June interest payment.

According to the Administrator, the auditors have started their preliminary work on the FY17 audit.

Administrator Tucker reviewed the detailed expense statement by highlighting expenses incurred since the May meeting. Expenses for the public restrooms were the typical ones incurred at this time of year. Trash pickups from the barrels on the beach and the Front Beach business district increase in the summer as the numbers of visitors increase; some days Schupp Enterprises has to make multiple runs on the beach. Since Schupp Enterprises is paid by the run, expenditures ran over-budget for the year.

MOTION: Ms. Spell moved to approve an overage of \$6,019 in ATAX funds for trash pickups for FY2017; Ms. Haynie seconded and the motion PASSED UNANIMOUSLY.

Expenditures that ended the year under-budget were irrigation at the Breach Inlet sign, trash barrels for the beach, pooper-scooper dispensers and supplies and website maintenance. The ATAX fund paid for T-shirts for the island promotion, the pro-rata share of the semi-annual marina debt, and a portion of the fees for engineering and design of the marina redevelopment plan, plus the final payment to Munnerlyn Pyrotechnics for the July 4th fireworks.

Responding to Ms. Haynie's question about the fireworks display, the Administrator explained that there was an electronic glitch at the end of the show that delayed the finale. The final displays were unspent shells that they had and would not be allowed to transport across the Connector. Feedback from the community has been both positive and negative, and the City will go back out to bid after the 2018 show. Administrator Tucker added that Munnerlyn had also provided the Sullivan's Island fireworks display without any hiccups.

Final invoices for the sand sculpting contest and "Music in the Park" were paid, along with the purchase of a jet ski for the Fire Department with ATAX funds. The purchase of a thermal imaging camera with thermal camera kits was higher than budgeted.

MOTION: Ms. Haynie moved to approve \$215 for the over-budget cost of the thermal imaging camera and accessories; Ms. Spell seconded and the motion PASSED UNANIMOUSLY.

The ATAX budget has also funded salaries for additional part-time summer personnel in the Fire Department and one-quarter (¼) of the cost of 2 police radios with chargers. Invoices paid to Liollo for their work on construction documents for the further renovating of the public restrooms after the tourist season. ATAX funds have paid deposits to entertainers and vendors for the eclipse event to be held in August. The Administrator also noted that the sponsorship of IOP magazine that the Committee approved in May was not approved by City Council.

5. Old Business – None

6. New Business

Consideration of sponsorship of advertising on Carolina Coast Surf Club website with link to the IOP website

Jim Radley of the surf club informed the Committee that they have received a sponsorship for two (2) years and, if granted, this would be the third year; they were again seeking a one thousand dollar (\$1,000) sponsorship. He told the Committee that their website now contains a paragraph dedicated to the beach parking management on the Isle of Palms; it also guides one to the City's website and navigates through to the parking requirements. With the help of the City, the surf cam now has streaming video. He added that their website gets approximately one thousand (1,000) hits per day in the beach season.

MOTION: Ms. Haynie moved to approve \$1,000 for sponsorship on the Carolina Coast Surf Club webcam with a link to the City's website; Chair Nelson seconded and the motion PASSED UNANIMOUSLY.

7. Miscellaneous Business

Next Meeting Date: 11 a.m., Wednesday, September 6th in Council Chambers.

Administrator Tucker commented that the City's coverage on SCDOT 511 service has been expanded, and the City now has a camera at the Rifle Range Road and the Connector intersection, pointing toward the Connector. People coming on to or leaving the island can check on the traffic status on the IOP Connector.

8. Adjournment

MOTION: Mr. Burgis moved to adjourn the meeting at 11:33 a.m.; Chair Nelson seconded And the motion PASSED UNANIMOUSLY.

Respectfully submitted:

Marie Copeland
City Clerk