



## **ACCOMMODATIONS TAX ADVISORY COMMITTEE**

**11:00am, Wednesday, January 18, 2023**

**1207 Palm Boulevard, Isle of Palms, SC**

### **MINUTES**

#### **1. Call to order**

**Present:** Doug Truslow, Ray Burns, Barb Bergwerf, Chas Akers, Gloria Clarke, Rebecca Kovalich, Chrissy Lorenz

**Staff Present:** Administrator Fragoso, Treasurer Suggs

#### **2. Election of Chair and Vice Chair**

Ms. Bergwerf nominated Mr. Burns as Chair of the ATAX Committee. Mr. Truslow seconded the motion. The motion passed unanimously.

Ms. Bergwerf nominated Mr. Akers as Vice Chair of the ATAX Committee. Ms. Lorenz seconded the motion. The motion passed unanimously.

**MOTION: Mr. Burns made a motion to reorder the agenda to allow for Ms. Dority's presentation ahead of all other committee business. Ms. Bergwerf seconded the motion. The motion passed unanimously.**

#### **3. Old Business**

##### **Update from the CVB – Catherine Dority**

Ms. Dority reported on the new advertising campaign the CVB has entered into with VRBO that is specifically designed to drive VRBO visitors to an Isle of Palms' listing page. This 6-week campaign is the only one that the CVB is running with VRBO at this time. Analytics for this effort will be available in February. Mr. Akers asked about A/B testing, and Ms. Dority said they did not do that on this campaign but will suggest doing it next time. Committee members were positive in their remarks about what they had been presented.

#### **4. Approval of the previous meeting's minutes**

**MOTION: Mr. Burns made a motion to approve the minutes of the November 17, 2022 meeting. Mr. Truslow seconded the motion. The minutes passed unanimously.**

Mr. Truslow said he would submit the "pointed questions" he asked of the CVB to be included with the minutes. City Clerk DeNeane said they would be posted alongside the minutes on the website.

**5. Financial Statements**

Administrator Fragoso reported the ATAX fund balance as of 12/31/2022 is \$3.6million. It was \$2.4million on 12/31/21. Only one ATAX payment has been received from the State to date.

She then reviewed the year-to-date expenditures and an over budget expenditure for the Police Department's body armor. She shared that City Council will be discussing and voting on the Committee's grant recommendation to the Exchange Club.

**MOTION: Mr. Burns made a motion to approve the \$331 budget overage for the Police Department's body armor. Ms. Bergwerf seconded the motion. The motion passed unanimously.**

**5. New Business -- none**

**6. Miscellaneous Business**

The next meeting of the ATAX Committee will be held on Tuesday, February 14, 2023 at 11am to review applications for ATAX funding.

Administrator Fragoso said all previous applicants (from the past 5 years) for ATAX funding were notified of an application workshop held on January 17. In addition, notification for the workshop was sent to the newspapers and posted on the City's website. Only one applicant attended the meeting. Applications are due 1/31/2023. She has asked applicants to keep their presentations to 10 minutes.

Staff will review the applications for completeness during the first week of February. After the February 14 meeting, the Committee will meet on March 7 to review the applications and make their recommendations to City Council.

Administrator Fragoso added that in the future the application process will address the need for those who receive ATAX funding to report back to the ATAX Committee on how and when those funds were spent.

**7. Adjournment**

Mr. Burns made a motion to adjourn, and Mr. Truslow seconded the motion. The meeting was adjourned at 11:37am.

Respectfully submitted,

Nicole DeNeane  
City Clerk