



ACCOMMODATIONS TAX ADVISORY COMMITTEE

10:00am, Wednesday, May 14, 2025

1207 Palm Boulevard, Isle of Palms, SC

MINUTES

1. Call to order

Present: Rebecca Kovalich, Park Williams, Barb Bergwerf, Rod Turnage, Chrissy Lorenz, Margaret Miller, Mike Boykin (via Zoom)

Staff Present: Administrator Kerr, Director Hamilton

2. Approval of previous meeting's minutes – April 9 and 23, 2025

Ms. Bergwerf made a motion to approve the minutes of the April 9 and 23, 2025 meetings, and Ms. Lorenz seconded the motion. The motion passed unanimously.

3. Financial Statements

Director Hamilton said ATAX revenues have shown a 12.9% increase over last year. The fund balance is up 15.4% from last year. The third quarter payment was received May 6 and will be posted for the next meeting. Year-to-date expenses are \$1.08 million, which is 16.4% less than prior year, but all of the transfers happen in May.

4. Old Business

Consideration of Applications for FY26 State Accommodations Tax Funds

A. YWCA Martin Luther King Event, LaVanda Brown - \$10,000

Ms. Kovalich and Mr. Boykin did not feel that the request for \$10,000 matches the rate of return. Ms. Lorenz suggested awarding \$5,000 for the event, and Ms. Bergwerf agreed.

MOTION: Ms. Lorenz made a motion to award \$5,000 to the YWCA Martin Luther King, Jr. Event. Mr. Turnage seconded the motion. The motion passed unanimously.

B. IOP Chamber of Commerce – Zachary Lary, \$50,000

Ms. Bergwerf said she does not support this request as it does not put "heads in beds." She believes the grant money is being used to advertise the Chamber. Ms. Kovalich asked why the ATAX Committee should award money to them when the CVB does the same work for the City.

Mr. Turnage believes that the Chamber "stands in the gap" providing the island-specific advertising and marketing that the Chamber cannot. Mr. Williams said that the CVB cannot always focus on IOP, but the Chamber can. He does believe more data points are needed before

such a large amount can be awarded to the Chamber. He would like to see the Committee challenge the Chamber to find ways to support itself without relying on ATAX funds. He suggested awarding them \$15-\$20,000 and then becoming more engaged with the Chamber on their efforts to promote the island. Ms. Kovalich suggested the Chamber attend ATAX meetings to share their endeavors.

MOTION: Ms. Lorenz made a motion to award \$15,000 to the IOP Chamber of Commerce. Ms. Bergwerf seconded the motion. The motion passed unanimously.

C. Mary Alice Monroe Authors' Event - \$35,000

MOTION: Ms. Bergwerf made a motion to award \$35,000 to the Mary Alice Monroe Authors' Event. Ms. Lorenz seconded the motion. The motion passed unanimously.

5. New Business

6. Miscellaneous Business

The Committee briefly discussed its desire to look into beautification projects for the island. Administrator Kerr suggested using the next several meetings to develop projects. Staff will make sure such projects are eligible for ATAX funding.

The next meeting of the ATAX Committee will be Wednesday, July 9, 2025 at 10am.

7. Adjournment

Ms. Bergwerf made a motion to adjourn, and Mr. Turnage seconded the motion. The meeting was adjourned at 11:21am.

Respectfully submitted,

Nicole DeNeane
City Clerk