

Accommodation Tax Advisory Committee Meeting

Theodore D. Washington Municipal Building, Henry “Emmett” McCracken Jr. Council Chambers,
20 Bridge Street, Bluffton, SC

May 21, 2024

I. CALL TO ORDER

Vice-Chair S. Britt called the meeting to order at 6:30 p.m.

II. ROLL CALL

PRESENT

Vice Chair Sam Britt
Allyne Mitchell
Nate Pringle
Ellen Shumaker
Scott Thrasher

ABSENT

Chairperson Christy Parker

III. ADOPTION OF MINUTES

1. Meeting Minutes of February 26, 2024

Motion approving minutes made by Mitchell, Seconded by Thrasher.

Voting Yea: Vice Chair Britt, Mitchell, Pringle, Shumaker, Thrasher

IV. PUBLIC COMMENT

V. FINANCIAL REPORT

Natalie Majorkiewicz, Director of Finance, reported that there is \$398,461 available in State ATAX for distribution based on funds remaining from previous quarters, lapsed grants and second quarter collections. The current quarter application requests total \$153,632.

VI. OLD BUSINESS

VII. NEW BUSINESS

1. Committee Approval and Recommendation to Town Council of the Hilton Head Island-Bluffton Chamber of Commerce's Bluffton Marketing Plan FY2024-2025 Budget as the Town's Designated Marketing Organization (DMO)

Motion approving and recommending to Town Council the DMO Marketing Plan as presented made by Mitchell, Seconded by Shumaker.

Voting Yea: Vice Chair Britt, Mitchell, Pringle, Shumaker, Thrasher

2. Grant Applicants' Presentations and Q&A

1. Society of Bluffton Artists: 30th Anniversary - \$20,000

Motion to recommend an award of \$20,000 to Town Council made by Vice Chair Britt, Seconded by Mitchell.

Voting Yea: Vice Chair Britt, Mitchell, Pringle, Shumaker, Thrasher

2. Hilton Head Symphony Orchestra: 2024 Bluffton Concerts - \$43,632

Motion to recommend an award of \$43,632 to Town Council made by Mitchell, Seconded by Shumaker.

Voting Yea: Vice Chair Britt, Mitchell, Pringle, Shumaker, Thrasher

3. BlacQuity: 2024 River and Roots Festival - \$25,000

Motion to recommend an award of \$25,000 to Town Council made by Shumaker, Seconded by Thrasher.

Voting Yea: Vice Chair Britt, Mitchell, Pringle, Shumaker, Thrasher

4. MLK Observance Committee: 9th Annual Bluffton Juneteenth Festival Weekend - \$20,000

Motion to recommend an award of \$20,000 to Town Council made by Thrasher, Seconded by Shumaker.

Voting Yea: Vice Chair Britt, Mitchell, Pringle, Shumaker, Thrasher

5. Historic Bluffton Foundation: Heyward House Welcome Center Q1 Allocation - \$40,000

Motion to recommend an award of \$40,000 to Town Council made by Mitchell, Seconded by Vice Chair Britt.

Voting Yea: Vice Chair Britt, Mitchell, Pringle, Shumaker, Thrasher

6. Historic Bluffton Foundation: Luke Peeple's Music Celebration - \$5,000

Motion to table this request until next quarter made by Mitchell, Seconded by Pringle.

Voting Yea: Vice Chair Britt, Mitchell, Pringle, Shumaker, Thrasher

3. Review of Changes to Town of Bluffton Code of Ordinances, Chapter 24, Taxation

N. Majorkiewicz reviewed proposed changes to the ordinance, which passed First Reading of Town Council on Tuesday, May 14 and will go before Town Council for a Second and Final Reading on Tuesday, June 11, 2024. No action taken.

4. Workshop Agenda and Date

A workshop to discuss potential updates to ATAX grant policies and procedures will be held on Tuesday, July 30 at 5:30 p.m. in Town Council Chambers.

VIII. DISCUSSION

IX. ADJOURNMENT

Motion to adjourn made by Vice Chair Britt, Seconded by Shumaker.

Voting Yea: Vice Chair Britt, Mitchell, Pringle, Shumaker, Thrasher

Meeting adjourned at 7:57 p.m.