

# Accommodation Tax Advisory Committee Meeting

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

May 19, 2026

---

This meeting can be viewed live on [BCTV](#), on Sparklight Channel 9 and 417 or on Spectrum Channel 1304.

## I. CALL TO ORDER

Chair Parker called the meeting to order at 6:00 p.m.

## II. ROLL CALL

### PRESENT

Chairperson Christy Parker

Vice Chair Sam Britt

Ellen Shumaker

Scott Thrasher

Michael Garibaldi

### ABSENT

Nate Pringle

## III. ADOPTION OF MINUTES

1. Meeting Minutes of February 17, 2026

Motion made by Shumaker to adopt minutes as drafted. Seconded by Thrasher.

Voting Yea: Chairperson Parker, Vice Chair Britt, Shumaker, Thrasher, Garibaldi

## IV. PUBLIC COMMENT

## V. FINANCIAL REPORT

Shannon Milroy, Budget & Procurement Manager, reported 3rd Quarter Fiscal Year 2026 collections of \$189,723, up slightly from the same quarter last fiscal year. Six applications for funding were received this quarter totaling \$155,568 in requests; there is \$517,123 available for distribution.

## VI. OLD BUSINESS

## VII. NEW BUSINESS

1. Presentation of the Hilton Head Island-Bluffton Chamber of Commerce's Bluffton Marketing Plan for the FY2026-2027 Budget as the Town's Designated Marketing Organization (DMO)

Ariana Pernice from the HHI-Bluffton Chamber of Commerce presented a recap of the prior fiscal year and its successes as well as the DMO Strategic Marketing Plan for Bluffton for FY2026-2027.

Motion to recommend the DMO Marketing Plan to Town Council as presented made by Vice Chair Britt, Seconded by Shumaker.

Voting Yea: Chairperson Parker, Vice Chair Britt, Shumaker, Thrasher, Garibaldi

2. Grant Application Q&A: Farmer's Market of Bluffton - Facilities Support  
Motion to recommend supplemental award of \$9,375 to Town Council made by Shumaker, Seconded by Thrasher.  
Voting Yea: Chairperson Parker, Vice Chair Britt, Shumaker, Thrasher, Garibaldi
3. Grant Application Q&A: Hilton Head Symphony Orchestra - 2026 Bluffton Concerts  
Motion to recommend award of \$46,818 to Town Council made by Garibaldi, Seconded by Vice Chair Britt.  
Voting Yea: Chairperson Parker, Vice Chair Britt, Shumaker, Thrasher, Garibaldi
4. Grant Application Q&A: Beaufort Water Search & Rescue - Purchase of Replacement Boat  
The committee feels that accommodations tax funds are not an appropriate use for the purchase. Motion to not recommend an award to Town Council made by Vice Chair Britt, Seconded by Shumaker.  
Voting Yea: Chairperson Parker, Vice Chair Britt, Shumaker, Thrasher, Garibaldi
5. Grant Application Q&A: Beaufort Water Search & Rescue - FY2026 BWSAR Marketing Campaign  
The committee feels that this marketing campaign would not bring tourists to Bluffton, which is the intent of accommodations tax grant funds. Motion to not recommend an award to Town Council made by Vice Chair Britt, Seconded by Garibaldi.  
Voting Yea: Chairperson Parker, Vice Chair Britt, Shumaker, Thrasher, Garibaldi
6. Grant Application Q&A: Bluffton MLK Observance Committee - 11th Annual Juneteenth Festival  
Motion to recommend award of \$20,000 to Town Council made by Thrasher, Seconded by Garibaldi.  
Voting Yea: Chairperson Parker, Vice Chair Britt, Shumaker, Thrasher, Garibaldi
7. Grant Application Q&A: Historic Bluffton Foundation - FY2027 Heyward House Museum Operations  
Motion to recommend award of \$50,000 to Town Council made by Shumaker, Seconded by Vice Chair Britt.  
Voting Yea: Chairperson Parker, Vice Chair Britt, Shumaker, Thrasher, Garibaldi

## VIII. DISCUSSION

## IX. ADJOURNMENT

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

Voting Yea: Chairperson Parker, Vice Chair Britt, Shumaker, Thrasher, Garibaldi

Meeting adjourned at 7:11 p.m.