

**TOWN OF MOUNT PLEASANT, SOUTH CAROLINA
ACCOMMODATIONS TAX ADVISORY COMMITTEE**

Friday, March 3, 2017

Municipal Complex, Building A

Public Meeting Room 1

100 Ann Edwards Lane Mount Pleasant, SC 29464

MINUTES

PRESENT: Su McManus-Frost, Chair; Jennifer Bagwell, Vice Chair; Cheryl Craven, Chad Shore and Shannon Hartman {*Ms. Hartman arrived at 12:08 p.m.*}

ABSENT: Laurie Bixler and Rebecca Gosnell

STAFF PRESENT: Amy Livingston, Business & Tourism Manager and Katherine Hendricks, Assistant Town Administrator

ALSO PRESENT: Elton Carrier, Council Liaison

Ms. Frost called the meeting to order at 12:04 p.m.

1. Public Comments

[None]

2. Approval of Proposed FY 17/18 Budget to be forwarded to Budget Committee of Council

Ms. Livingston stated that she has provided Committee members with a copy of the Town's budget for the state accommodations tax. She reviewed the budget details with Committee members, noting that the projected revenue for FY 17/18 is \$1,257,125. She stated that under expenditures, the amount for the CVB is set at 30% per statute. She stated that Committee will note at the bottom, that the remaining project reserve balance for the FY17/18

year is \$427,185 which is what ATAC has for this Committee's projects. She stated that they are confident they will receive the tourism advertising grant match again this year.

Ms. McManus asked if there was anything in the budget that was going towards the addition on the pier.

Ms. Hendricks stated that there are some funds in the current year's budget, but not for FY 17/18.

Ms. Bagwell moved for approval; seconded by Ms. Craven. All present voted in favor.

3. FY 16/17 Q4 Funding Applications Group Evaluation

Ms. Livingston stated that at the direction of the Committee during yesterday's meeting, the scoring spreadsheet was prefilled and then today, she will ask for input from each member in order to arrive at a score.

a. USS Yorktown Foundation Letters Home

The requested amount was \$10,000 and amount awarded was \$7,000.

b. Charleston Race Week 2017

The requested amount was \$15,000 and the amount awarded was \$15,000.

c. College of Charleston Sailing – 2017 College National Championship

(Ms. Frost recused herself from discussions as she is employed by the College of Charleston)

The amount requested was \$10,000 and the amount awarded was \$9,000.

d. Omar Shrine Temple's Sports Gala and Celebrity Golf Tournament

The requested amount was \$4,000 and the amount awarded was \$3,000.

e. Sweetgrass Cultural Arts Festival

The requested amount was \$10,000 and the amount awarded was \$10,000.

f. Mount Pleasant Recreation Department's Developmental Track Meet

The amount requested was \$750 and the amount awarded was \$750.

g. American Red Cross Lowcountry SC Chapter's McAlister Old Village Home, Garden & Art Tour

The requested amount was \$5,000 and the amount awarded was \$3,000.

Mr. Shores moved to accept the matrix amount of \$47,750.00 for the FY 16/17 budget amounts; seconded by Ms. Bagwell. All present voted in favor.

4. FY 17/18 (1st Half) Funding Applications Group Evaluation

a. United Soccer Men's Soccer Shootout

The amount requested was \$1,500 and the amount awarded was \$1,000.

b. United Soccer Women's Soccer Shootout

The amount requested was \$1,500 and the amount awarded was \$1,000.

c. Patriot's Point Fourth of July Blast

The amount requested was \$25,000 and the amount awarded was \$25,000.

d. Patriot's Point Historic Naval Ships Association Conference new event – hosting conference –

The amount requested was \$8,000 and the amount awarded was \$2,000.

e. Charleston Restaurant Foundation Taste of Charleston

The amount requested was \$10,000 and the amount awarded was \$10,000.

f. The Citadel Volleyball Tournament –

The amount requested was \$4,000 and the amount awarded was \$1,000.

g. Scottish Society of Charleston's Scottish Games & Highland Gathering 100%

The amount requested was \$5,000 and the amount awarded was \$5,000.

h. Wando Invitational Volleyball Tournament

The amount requested was \$2,000 and the amount awarded was \$1,500.

Ms. Craven made a motion to adopt the \$46,500 budget for 2017/2018; seconded by Ms. Hartman. All present voted in favor.

i. Town of Mount Pleasant Christmas Light Parade

j. Town of Mount Pleasant ArtFest

k. Town of Mount Pleasant Blessing of the Fleet & Seafood Festival

l. Town of Mount Pleasant Children's Day Festival

Items I through L were taken as part of the overall ATAC budget for FY17/18.

5. Discussion of inclusion of CAP in grading process for cultural & arts applications and setting of a cultural & arts reserve fund

Ms. Livingston suggested deferring this item until the next meeting, as it was placed on the agenda by Ms. Gosnell who was not present.

Ms. Frost stated that she would like to have a discussion about the applications. She stated that she reviewed the applications and noticed that some of the applications did not have all the required information, or it was outdated. She stated that for applicants to proceed, all the information must be provided.

Ms. Bagwell moved to defer item #5 until the next meeting; seconded by Ms. Hartman. All present voted in favor.

6. Adjourn

Ms. Bagwell moved to adjourn; seconded by Ms. Craven. All present voted in favor.

There being no further business, meeting adjourned at 1:06 p.m.

Respectfully submitted,
Barbara Ashe
March 3, 2017