MINUTES

Members Present: Lisa Crowley, Chair; Brumby McLeod, Mari Ricozzi, Jennifer Maxwell, Terry Ansley and Richard Giecek

Also Present: John Iacofano, Town Council Liaison

Staff Present: John Greenberg, Staff Liaison; and Tammy Harness, Deputy Chief Financial Officer

1. Call to order

   Ms. Crowley called the meeting to order at 10:00 a.m.

2. Approval of Minutes from the April 5, 2023 meetings:

   Ms. Maxwell moved for approval; seconded by Ms. Ricozzi. All present voted in favor.

3. Public Comments

   Linda Saylor Marchant, 410 Bryant Street, Summerville, representing Summerville Juneteenth and the Alston Heritage Foundation, asked when Town Hall was built. She said it is a beautiful building. She added that preservation is key in the lowcountry and hopes Town Hall will still be here for years to come.

4. FY 23/24 Spring Funding Presentations

   a. Charleston Race Week – Randy Draftz, executive director, said they have a new name: Charleston Race Week at Patriots Point, as they have partnered with Patriots Point and they are incredibly excited. He said they are going into their 28th year. He said this is an international event.
Eric Montero – Patriots Point stated that they have a long history of sailing so this was a natural fit. He added that there is so much growth potential between the two organizations to get visitors to Mt Pleasant.

b. Charleston Restaurant Foundation

Jenny Peppler, stated that they put on the Lowcountry Oyster Festival every year at Boone Hall Plantation with the next event on February 4, 2024, which will be their 40th Anniversary. She said this is the weekend prior to Superbowl which is when hotels have lower occupancy and they hope to fill those hotels. She stated that 65% of guests are local and 35% are from out of town. She stated that the out of towners stay an average of 3 nights and 4 days.

c. Charleston Wine + Food

Alyssa Smith, executive director, stated that they are gearing up for their 2024 festival programming launch coming up in October. Their dates for the festival are March 6th – March 10th. She said last year was their most successful festival to date and had the highest attendance with over 38,000 guests. There was also an increase in visitors staying in Mt. Pleasant. She said 43% of their guests come from out of town.

d. Coastal Cyclists

Bob Markisello, representing Coastal Cyclists, a local bicycle club in the lowcountry since 1972. He is the ride director for their annual “Ride the Lowcountry”. He stated that it is typically a one day event and they added an overnight option to do a cycling tour of downtown, Patriots Point, the Old Village, Sullivan’s Island and Isle of Palms. They have hired media specialists to advertise their event and would like to expand their message to different demographic groups.

e. Cooper River Bridge Run

Irv Batten, race director, thanked the Town and ATAC for being a great support team. He said this will be the 47th year and even through the pandemic, they kept their ranking as the 3rd largest 10k in the US and the 8th largest in the world.
f. Holy City Arts & Lyric Opera - (removed)

g. Mount Pleasant Symphony

- Tyler All, President stated that he was here with Ron Mendola, the Music Director and thanked ATAC and the Town for their support over the years. They are a 50 member full orchestra of amateurs and some professionals and have been around since 1995. He said they are trying to secure a larger venue.

- Ron Mendola stated that they have 4 concerts planned for this season. He said they would like to be at Lucy Beckham but cannot afford the $2,000 fee. He said they hired someone to handle their internet/website to do more outreach and spoke to a fundraiser and contracted them to go after more sponsorships. Requesting for more funding to help with this in hopes that ATAC will assist.

h. Rice Planters Golf

- Bruce Flemming, said he’s been the tournament director for 18 years and thanked ATAC and the Town for their support. He said this tournament will be 52 years old in 2024. He said in 2020, they were the first amateur golf event held after COVID. He said they have 12 major champions.

i. South Carolina Surf Soccer Club (2)

- Trip Loy, stated that he is a volunteer board member and serve on the SC Surf Soccer Tournament Committee. He thanked ATAC for their time and dedication to serve. He said their non-profit soccer club began in 1981. He asked ATAC to consider their request for their 2 tournaments this spring. He stated that they have worked to schedule their tournaments on weekends that do not have competing events

j. Southeastern Wildlife Exposition

- John Powell, president of SEWE, stated that they are entering their 42nd year. They will have approximately 400 exhibitors and artists and hope to entertain 40,000 to 45,000 attendees. He thanked ATAC for their continued support.
(Mr. Giecek departed the meeting at 11:07 a.m., and returned at 11:08 a.m.)

k. STAC House Shows

► Warren Bozemore, stated that STAC House Shows began nine years ago when they moved to Charleston. He said that they showcase songwriters with a 200 to 250 person audience. He stated that 9 years ago off Highway 41 at the old brick church of St. Thomas Anglican, they began hosting the songwriter shows. He said this has impacted many artists who have gone on to London and one as a grammy winner.

l. Summerville Juneteenth

► Linda Saylor Marchant, Treasurer, stated that although this is relatively new, they work with the Alston Heritage Foundation and other organizations, as well as other historians in the area. She stated that they would like to put together a pamphlet showing other areas of interest in Charleston. She would like to propose a tourism-type brochure showing the various places of interest in the lowcountry as well as lodging, restaurants, and shops. She said with all the African American reunions and people traveling from outside of South Carolina, the brochure would direct them to the African American communities, historic churches, schools and streets named after African Americans, the Gullah Geechee Corridor, as well as establishments that cater to veterans, those with handicaps or special needs. The brochure would have an events calendar and provide all the information necessary. She stated that her mother who is president of Summerville Juneteenth is a pandemic artist and has displayed her artwork in several Town Halls in North Charleston, Lincolnville, New York City and other areas. She stated that the funding would be for 200 color brochures with 40 pages of color.

(Ms. Maxwell departed the meeting at 11:31 a.m.)
Mrs. Saylor, President of Summerville Juneteenth, spoke about her artwork and some of the history behind it.

5. Adjourn

There being no further business, the Committee adjourned at 11:32 a.m.

Respectfully submitted,
Barbara Ashe MacDonald
October 2, 2023