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ACCOMMODATIONS TAX ADVISORY COMMITTEE
COUNCIL CHAMBERS
September 30, 2009 @ 4:30 p.m.

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1. **CALL TO ORDER**

Chairman Servant called the meeting to order at 4:30 p.m. and welcomed everyone in attendance. Chairman Servant, Vice Chairman Harrison and committee members Mathers, Haseltine, Hein, Harbin and Chandler were in attendance. A quorum was present. Staff present: Clerk Pinnell and Finance Treasurer Hursey.

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2. **MINUTES APPROVAL**

Mr. Harrison moved to approve the May 27, 2009 meeting minutes. Mr. Chandler seconded the motion. All members voted in favor. MOTION CARRIED.

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3. **FINANCIAL UPDATE**

Financial Report

Ms. Hursey presented the financial report. Ms. Hursey stated that the town has only received one check this fiscal year to date. The check came in under the budgeted amount; it was under last years' check but the town is currently where it is expected to be. The town should be receiving the next check sometime in October and the Atax Committee could meet again after that time. Ms. Hursey stated that the town has gotten through the summer with events and beach patrol; the remainder of the year will include money needed to pay the Chamber of Commerce. Since the town is changing its fiscal year and this budget includes 15 months the Atax funds received will be needed for the beach patrol again starting March 2010. Ms. Hursey stated that she has received the returns from the State for July and August and they are about \$75,000 under last year but she is hopeful the town will come to at least the budgeted amount. It was confirmed that the presented financial includes one check in July which was for the towns' fiscal year first quarter which include April, May and June and that the town will be on track with the State after this year once the fiscal year is changed to the same as the State which is July 1st to June 30th.

Mr. Servant asked if Ms. Hursey recalled what the 1st quarter check was last year. Ms. Hursey stated that she believes it was approximately \$150,000.

4. **FUNDING REQUESTS**

I. ***Horry County/Surfside Beach Library: Grant Application \$3,000***

There was no representative in attendance from the library. Mr. Servant stated that this is a request that the town has had in the past from the library. This request was to put periodicals in the library and it includes newspapers and magazines. Many tourists, mainly snowbirds, frequent the library. There is internet connection there as well. It was confirmed that this was not funded last year. It was also confirmed by Ms. Tuttle who was in attendance that some computers had previously been funded and that periodicals were also funded in the past. Ms. Harbin asked what newspapers were included in the funding. Mr. Servant stated that he was not sure of all periodicals being requested but he thought that it included Wall Street Journal and New York Times. There was

49 some discussion regarding internet connection to periodicals and that individuals
50 are only allowed 30 minutes at a time on computers and that many people do not
51 like to use computers. There was a question regarding what the library was
52 currently paying for periodicals. Mr. Mathers stated that it looks like the budget
53 is listed on page 3 of the application; \$4,381 for last year and \$1,200 for this year.
54 There was a question whether this figure was correct and the committee discussed
55 tabling the item and waiting for a representative from the library to present the
56 request. Mr. Harrelson stated that he feels that the \$3,000 is a lot to allocate with
57 the Atax funds coming in being lower than the last few years. Mr. Harrelson
58 made a motion to table the item until the next meeting at which time more
59 information would need to be provided by a representative. Ms. Harbin seconded
60 the motion. **All voted in favor. MOTION CARRIED.**

61 62 **II. *Guy Daniels/Surfrider Foundation: Grant Application***

63 Ms. Hein and Mr. Chandler recused themselves from voting on this item. Ms.
64 Hein gave the presentation stating that she is with the Surfrider Foundation and
65 Mr. Chandler is with the Guy Daniels Foundation. The application is to place
66 magnets in rental units in the town of Surfside Beach; the magnets would
67 encourage individuals to respect the beach. The foundations have joined forces to
68 promote a respect the beach program; they would combine the magnets along
69 with a small advertising campaign. High school students from St. James and
70 Scholars Academy at Coastal Carolina would design and distribute the magnets.
71 This would be for service learning credit. Ms. Hein stated that the cost would be
72 approximately \$3,500 to print 10,000 to 12,000 magnets; the design and
73 distribution services would be free. Cigarette butts are a real problem on the
74 beaches and this magnet will help to inform tourists that cigarette butts are not
75 welcome on the beach. The education would continue with fireworks and
76 fireworks debris; the magnet would encourage individuals to clean up after
77 themselves. Staying off the dunes and keeping trash off the beach will also be
78 encouraged. Pet waste is another issue. Ms. Hein stated that the plan was to get
79 this campaign off the ground this winter and to get the magnets into the rental
80 units by the spring. A few rental companies had told them they would be more
81 than happy to distribute them in their units. Ms. Hein stated that she is not sure of
82 the amount of units available for rent in the area and this is something that the
83 students will need to research prior to ordering. The request is for \$1,500 to go
84 towards the cost of the magnets. The Guy Daniels and Surfrider foundations will
85 pick up the remaining cost. There was a discussion regarding cigarette butts and
86 Ms. Hein stated that one thing people are unaware of is that when people throw
87 cigarettes in the street they drain to the beach and their goal is to educate people.
88 Mr. Servant stated that there are as many tourists coming out of non-rental units
89 as rental units and an avenue needs to be provided for this program to be
90 successful; the units that are in non-rental programs would need to be captured as
91 well.

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93 Ms. Hein stated another goal they have is to eventually get the magnets out to
94 everyone in Surfside; perhaps by mailers. Ms. Hein stated that they wanted a

95 “starting project”. Mr. Haseltine stated that he feels this is a wonderful idea but
96 not sure if this is what the committee and atax should be spending money on in
97 the current economy. Mr. Chandler stated that the Guy Daniels foundation spends
98 \$5,000 in scholarship money. The magnets are in a development stage and they
99 thought that this is a way to get the message out to keep the community clean.
100 Ms. Hein stated that the foundations want to make the most impact with the least
101 amount of cost. Mr. Haseltine stated that he thinks it is a great idea but Seaside
102 Realty already provides information to renters regarding trash, fireworks, pets and
103 sea oats and wondered if perhaps the magnets would just be giving the same
104 information already provided and wondered if the money could be spent better
105 elsewhere. Mr. Chandler stated that he is not sure if we could do enough
106 regarding educating the public and there was some discussion regarding people
107 not reading papers provided. Ms. Harbin stated that she would like to see a
108 finished sample of a magnet before voting on it. Mr. Mathers suggested looking
109 at the actual number of units and cost prior to voting. There was some discussion
110 that people love magnets and this is one item that people like and use. Mr.
111 Haseltine made a motion to wait until they receive the total number of units prior
112 to voting. Mr. Mathers seconded the motion. Mr. Chandler and Ms. Hein recused
113 themselves from voting; all remaining members voted in favor. **MOTION**
114 **CARRIED.**
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116 **III. *Request for Funding Art in the Park/Taste of the Town: \$9,000***

117 Council had approved funding for all but one added events recommended by the
118 Parks, Recreation and Special Events committee; the Art in the Park/Taste of the
119 Town on April 24, 2010. The amount of funding requested is \$9,000. Council
120 has asked for the Atax committee to consider funding this event. The event is
121 being considered to be held at Passive Park. It was confirmed that the other
122 events were going to be funded by the Hospitality funds. Mr. Servant stated that
123 he has been impressed with what staff and the council has done in the past six to
124 twelve months to promote the Town of Surfside Beach; there are things being
125 done that he has never seen in his many years of living here from television
126 advertising to just a general good will gesture towards businesses in the town and
127 added that it has been a long time coming. Mr. Servant stated that he feels that
128 events held in an Oceanside community fit the Atax funding criteria. Mr. Mathers
129 stated that he agrees with comments made by Mr. Servant but suggested changing
130 the name of the event to not include “taste of the town” since that is currently
131 used in Myrtle Beach and their event is so well known under that name. Ms.
132 Harbin made a motion to fund the event under Atax. Mr. Haseltine seconded the
133 motion. There was some additional discussion regarding actual cost of the event
134 and if \$9,000 was actually going to be needed. It was discussed that this would be
135 a first time event and the exact actual cost would be difficult to calculate. Mr.
136 Haseltine stated that he feels that this would be a great way for Surfside to show
137 what they have to offer adding that he feels it would be a wonderful tourist event.
138 **All voted in favor. MOTION CARRIED.**
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5. UPDATE: Town has hired intern to assist with updating events calendars

Clerk Pinnell reported that Ms. Fellner is currently working on a new website for the town and that the town has hired an intern, Sabrina Deeley from Saint James High School; she is the current student body president and will be receiving credit for Website Business and Design II class for the projects she is working on with the town. She is being paid out of Atax; she has been with the town for 2 weeks. She is currently working 7 to 12 hours a week and is currently working on: events posting to community calendars, updating the towns Facebook page and requesting and adding reciprocal links to websites. Ms. Fellner is keeping a spreadsheet of everything she is working on.

6. PUBLIC COMMENTS

It was noted by Mr. Ryan Swaim, marketing chair for Myrtle Beach Chamber, who was in the audience that there are 269 properties in Surfside.

7. COMMITTEE COMMENTS

Mr. Harrison inquired about the town maps that town staff was working on. Clerk Pinnell stated that staff has been calling the businesses in town to inform them of the map and to see what information they want the town to place on the map; phone numbers etc. Ms. Fellner had found a possible grant offering from Lowes that may fit into this project and she would be meeting with them to see what they would need from us to possibly get some funding. Ms. Pinnell stated that the goal is to get the map and message center in place before the spring of next year and that the town plans on building a deck at the pier that will also hold the message center.

There was discussion regarding the next meeting and that it would be held sometime in November.

8. ADJOURNMENT

Meeting was adjourned at 5:07 P.M.

Sharon Pinnell, Town Clerk

Approved: _____

Clerk's Note: This document constitutes minutes of the meeting, which was audio taped. In accordance with FOIA, meeting notice and the agenda were faxed and/or emailed to local media and interested parties. A complete list is on file in the clerk's office. The agenda was posted on bulletin boards outside council chambers and in the town hall reception area. Meeting notice was also posted on the town marquee.