



1
2
3
4
5
6
7
8
9
10
11
12

ACCOMMODATIONS TAX ADVISORY COMMITTEE
COUNCIL CHAMBERS
May 29, 2008 @ 4:30 p.m.

13
14
15
16
17
18

1. **CALL TO ORDER**

Chairman Servant called the meeting to order at 4:35 p.m. and welcomed everyone in attendance. Chairman Servant and committee members Harrison, Dunn and Loftus were present. Committee members Arakas and Mathers were absent. A quorum was present. Staff present: Administrator Booth; Clerk Pinnell and Finance Treasurer, Hursey.

19
20
21
22
23
24
25
26
27

2. **MINUTES APPROVAL**

Mr. Loftus moved to approve the February 21, 2008 regular meeting minutes. Mr. Harrison seconded. All members present voted in favor. MOTION CARRIED.

28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47

3. **PRESENTATION OF PRELIMINARY YEAR END FINANCIAL STATEMENT 2007-2008**

Ms. Hursey reported that adjustments have been made to the budget during the year. These changes had previously been requested and approved. Town Council has approved the reading of the budget ordinance, which officially changes the budget for the town, so everything is in line. The town came in at a favorable position of \$71,975 for the year. Ms. Hursey stated that the balance sheet still shows the \$869,872 held for beach renourishment; the undesignated fund balance was a negative fund balance at the end of the prior year so combining that with the current year fund balance the town has a new fund balance of \$871,146.

Mr. Servant asked if there were any questions adding that he reviewed the statements and stated that everything seemed to be in perfect order and that they all should be so fortunate to have financial statements that look like this. It was confirmed that there was \$11,200 available.

Mr. Booth reported that the town's budget next year would run 15 months in order to bring it in line with the State and all other agencies. It was confirmed that the yearend would change from March 31st to June 30th. Mr. Booth stated that the Pier was previously discussed and if the negotiations work out then the State has requested that the town come back to the Accommodations Tax as a non-profit organization to apply for these funds to be allocated towards the purchase. Mr. Booth stated that a separate meeting might be called. Mr. Booth stated that he has had conversations with the State Accommodations regarding the use of these funds towards the Pier and they are all for it and believe it would be good for the town. Mr. Booth added that he foresees the next A-tax budget to be different with more money being requested to go towards tourist related entertainment and some maintenance on the pier. It was confirmed that there would be an added line item in the beginning for pier maintenance but eventually the pier would carry itself; the pier does generate income. Mr. Booth stated that the town could borrow money from the general fund to purchase the pier and then pay it off. This would eliminate the town having to go through the bonding process that is very expensive.

48 Mr. Booth reported that we are getting ready to move along with our website; the town is
49 going to hire someone that has website experience. The town would also be working on the
50 website that the Chamber has developed visitsurfsidebeach.com; the local businesses will be
51 contacted to see if they want to advertise on it. This website will also be linked to our town
52 website and the Myrtle Beach Chambers website. It was confirmed that the Chamber would
53 be assisting the town with this development. Mr. Booth added that he expects this individual
54 to be hired within the next two weeks.

55
56 Mr. Harrison asked if the new appraisal for the pier was done and Mr. Booth answered that it
57 had been done and the negotiations are currently in place. Mr. Booth stated that he knows
58 that the public wants the pier and if something were to happen to it, if it remained in public
59 hands it would not be rebuilt. There was some additional discussion regarding FEMA
60 coverage and that OCRM would allow it to be rebuilt.

61

62 **4. FUNDING REQUEST**

63 *Guy Daniels Memorial Surf-off request for \$3,500*

64 Mr. Cecil Chandler stated that he has been a member of the Guy Daniels Surf-off Committee
65 for about 3 years and believes that this is one big way to promote Surfside; kids are brought
66 in from along the east coast to take part in this surf-off. The funds go back into the Surfside
67 Beach area. Mr. Chandler stated that this event needs money to make sure that it can
68 continue to promote itself. There were 125 entries last year and the event promotes keeping
69 the beach clean and protecting the environment. Mr. Chandler stated that they installed, with
70 the help of Horry telephone, a webcam on 13th Avenue which can be linked to the Surfside
71 website; this also helps to promote Surfside and gives out surf information and this does take
72 money to operate. Mr. Chandler added that this is a great organization and he wants to do
73 whatever he can to keep it going and help promote it and asked the committee accept the
74 funding request.

75

76 Mr. Loftus stated that the Guy Daniels budget is approximately \$12,600 and asked how much
77 of it went towards marketing. It was confirmed that \$3,000 to \$4,000 goes to marketing and
78 the website alone costs \$2,000. The remaining \$7,000 goes towards trophies and food for the
79 surfers; they also helped fund the installation of one of the showers in Surfside Beach and
80 they contribute towards 5 scholarships for children in Georgetown and Horry County. Mr.
81 Chandler added that they are non-profit; nothing is left in the budget.

82

83 Mr. Servant stated that he knows that they funded this event for a while and then they
84 stopped and then went back to funding again. The committee could not recall how many
85 years in a row they had funded it in the past. Mr. Servant stated that he feels that this event is
86 a great event; it is great for the beach and the tourists and added that this is an activity that
87 represents what the beach is all about. Mr. Servant stated that Town Council has had a
88 theory of funding an event for a while then once it is established the funding would then
89 cease. Mr. Servant brought up the 10k Run that they chose not to fund recently and how this
90 committee puts itself in a precarious position to recommend one and not another adding that
91 he believes that this particular event more suits the beach and tourists and would promote the
92 beach and that is what visitors primarily come here for. Mr. Loftus stated that he does not
93 like to compare Surfside to Myrtle Beach but he does not believe that Myrtle Beach funds its

94 marathon with A-tax funds or that they had not in the past but they do fund the Beach Ball
95 every year and Mr. Loftus looks at the Surf-off as being Surfside Summer Beach Ball
96 Classic. Mr. Booth stated that staff supports this event as well and the plan in the future is to
97 try to make it larger and perhaps add some music and other events to it. Mr. Loftus agreed
98 that it would be a good idea to parlay it with other similar beach events. Mr. Harrison stated
99 that he read where the event picked up sponsorship and that the eastern surfing association
100 sanctioned it and that this should help promote it as well. Mr. Harrison stated that he
101 believes that the beach is what Surfside Beach is about and this event helps promote the
102 beach and it involves the young people; this is the epitome of Surfside Beach and what
103 accommodations funds can be used for and he is in favor of funding it. Ms. Dunn stated that
104 she agrees with everyone on the committee and what they had said and added that there will
105 be 125 individuals who applied to enter and they will all have families with them who will
106 need accommodations and this event seems to be growing and she knows that a lot of people
107 enjoy this event. Ms. Dunn made a motion to fund this event. Mr. Loftus seconded the
108 motion. **All present voted in favor. FUNDING APPROVED.**
109

110 **5. PUBLIC COMMENTS**

111 Brad Dean from Myrtle Beach Chamber thanked council for their support of the Chambers
112 funding and thanked the A-tax committee for all they do adding that the Chamber spends the
113 30% of the accommodations tax and the committee takes care of the rest and he certainly
114 appreciates the support of the Town of Surfside and its council for continuing this. Mr. Dean
115 stated that Mr. Booth has challenged the Chamber to find additional ways to promote
116 Surfside Beach and he realizes that there had always been the question as to why the
117 Chamber would take money from Surfside and put it into Myrtle Beach but the argument has
118 always been that this is all one big destination when you are promoting out of market and
119 that he believes there is a benefit there but they have decided to upgrade the Surfside Video
120 this year. The current video has already received over 4,000 views this year between the
121 website and the U-Tube placement; it is getting more views on U-Tube than on the Chamber
122 website. Mr. Dean reported that some representatives from Surfside along with some
123 Chamber members attended a Surfside Beach Day at a Durham Bulls baseball game adding
124 that Raleigh Durham is a great market for potential new tourists because it is such a transient
125 market. Mr. Dean added that the Chamber realizes that Surfside Beach wants to see some
126 promotions specifically for themselves as well as the general good nature of the overall
127 destination promotion. Mr. Dean gave thanks again to the Town Council and the
128 Accommodations Committee for all they do.
129

130 **6. COMMITTEE COMMENTS**

131 Mr. Servant thanked Mr. Booth and the Town Council for making it possible for the Town to
132 begin developing their own websites and thanked the Chamber and Brad Dean for all of their
133 help. Mr. Servant added that it is very competitive out there and he used to think his
134 competition was the accommodations on the south end of the beach and the hotels in South
135 Myrtle Beach but now with the internet the competition is with every mom and pop operation
136 from Maine to Miami; there are so many more choices people have and it is a lot more
137 competitive than it used to be and the only way to get past this is by exposure, but he knows
138 that by the half a million in accommodations tax the town receives the town is definitely a
139 player in this competition and it needs to gain more of a foothold in the market share.
140

141
142
143
144
145
146
147
148
149
150
151
152
153
154
155
156

7. **ADJOURNMENT**

Meeting was adjourned at 5:01 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.

