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ACCOMMODATIONS TAX ADVISORY COMMITTEE
COUNCIL CHAMBERS
February 21, 2008 @ 4:30 p.m.

1. **CALL TO ORDER**

Chairman Servant called the meeting to order at 4:40 p.m. Chairman Servant and committee members Harrison, Mathers and Loftus were present. Committee members Lazaroff, Arakas and Dunn were absent. A quorum was present. Staff present: Administrator Booth; Clerk Pinnell; Public Safety Director, Christenson; and Finance Treasurer, Hursey.

2. **MINUTES APPROVAL**

Mr. Mathers moved to approve the October 3, 2007 regular meeting minutes with changes. Mr. Loftus seconded. **All members present voted in favor. MOTION CARRIED.**

3. **FINANCIAL STATEMENT UPDATE 2007/2008**

Ms. Hursey presented the balance sheet that showed the designated beach renourishment fund to be \$859,000 and the current year undesignated and current year fund balance. Ms. Hursey reported that the current year fund balance is \$39,392. Ms. Hursey added that the current nine months ending January 31, 2008 including year to date and budget items recently added and projected better/worse to budget comes to \$11,533. It was confirmed by Ms. Hursey that the professional services listed under non-departmental is the fee paid to Coastal Carolina University for the water monitoring which is mostly reimbursed through the grant that the town receives from DHEC. Mr. Servant asked if more testing was being done since the price has gone up. Ms. Hursey answered that the price had increased by approximately \$5 per testing plus more tests were performed this year.

4. **CHANGES 2008**

Mr. Christenson gave an update on his department. Mr. Christenson stated that Council had approved the purchase of two 4 wheelers and they have been ordered. Mr. Christenson added that he would like to change them out every other year otherwise the trade in value is lost. Mr. Christenson stated that they had received some bid specifications and proposals on the wireless video surveillance system they were looking into and selected one company to put together specs to put out for bid. Mr. Christenson stated that ADT put together a package where the price came in at \$29,500, which includes the main control and two cameras and for two extra cameras the cost would be an additional \$8,700 and added that Myrtle Beach currently has a system in place and in order to get full coverage Surfside would eventually need 10 cameras. It was confirmed that the location for the two cameras would be the Pier parking lot and somewhere around the Pier and if there were 10 cameras they would be placed around the beach accesses. There was some additional discussion regarding the cameras and pricing and it was noted that the original estimated cost was a lot lower than what it would actually cost. Mr. Christenson stated that it would be important to get cameras with a high-resolution picture and the cost for these type cameras is higher. Mr. Servant asked what the comparison of break-in crimes were from last year to this year. Mr. Christenson stated that he did not have the figures available but would look into it and let Mr. Servant know. There was additional conversation regarding maintenance needed and

48 maintenance costs for the cameras. Mr. Booth added that there would need to be a cost
49 benefit analysis done to compare crime statistics to the need.

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51 Mr. Booth reported that if the Pier were not purchased then the \$859,000 would be
52 earmarked for other projects in town. Mr. Booth reported that if the town decides to use the
53 Accommodation Tax funds for the Pier then he would have to come back to this A-Tax
54 Committee as if he were a non-profit organization and ask for the funds. Mr. Booth reported
55 that he it was requested by council to get another appraisal for the Pier. Mr. Servant stated
56 that although he is not connected to the Pier he does own multiple pieces of property through
57 Mr. Scalise so he recused himself from the discussion. There was additional discussion on
58 the Tourism Expenditure Review Committee and the State Accommodations Board and that
59 the town is being kept apprised of what needs to be done for the town to keep these funds.
60 The law does not allow the town to hold the fund indefinitely and it must be designated
61 towards tourist related projects. There was some discussion regarding beach renourishment.
62 Mr. Booth reported that there is legislation that appears to be going through that will allow
63 communities to go ahead and bond out for future A-Tax projects. Mr. Booths
64 recommendation is to rebuild the beach renourishment fund back up because given the type
65 of tides that come in, he believes that in less than 10 years the town will need to go back out
66 and replenish the beaches again. Mr. Loftus questioned the bonding availability being
67 available this year. There was some additional discussion on the need within the State for the
68 bonding to be available. There was some discussion on questioning the previous appraisal on
69 the Pier and that Council requested a second appraisal for comparison. Mr. Loftus made a
70 motion to approve the \$4,000 for the second appraisal on the Pier. Mr. Mathers seconded the
71 motion. **All present except for Mr. Servant who recused himself voted in favor.**
72 **MOTION CARRIED.**

73
74 **5. CHANGES 2009**
75 Mr. Booth stated that there is a request for an addition of \$5,000 to be added to sanitation for
76 seasonal salaries to do more cleaning on the beach. Mr. Booth added that they added a rake
77 last year and has seen a significant change as far as being able to clean up debris including
78 garbage and seaweed. Mr. Booth stated that the goal is to do more clean up on the beach
79 accesses and crossovers. Mr. Harrison made a motion to approve the addition of \$5,000 to
80 sanitation for seasonal salaries. Mr. Loftus seconded the motion. **All present voted in**
81 **favor. MOTION CARRIED.**

82
83 **6. DISCUSSION**
84 Mr. Booth stated that this discussion was in regards to the 5% Accommodations Tax that the
85 Myrtle Beach Chamber is holding for Surfside Beach, which amounts to approximately
86 \$27,000. The Chamber has agreed to set up a website for the town and it will be called
87 VisitSurfsideBeach.com. Mr. Booth added that someone is actively working on this site and
88 local businesses will be allowed to advertise on it. Mr. Booth stated that there would still be
89 additional funds available to use for something else. It was determined that the town already
90 has 150,000 flyers in storage that will be distributed to realtors and various Visitor Centers
91 and Welcome Centers. Mr. Servant agreed that the town needs a website strictly set up to
92 attract potential visitors and that the Chamber should help the town with this and that the
93 town also needs a staff member which the Accommodations Tax should help fund to work on

94 marketing and the website and it was agreed that the website needs to be updated, maintained
95 and checked to see how many hits it gets and this should be the job of this staff member.
96 There was additional discussion on the website and the competition in the area. Mr. Servant
97 stated that if we already have a staff member in place then they should already be out
98 contacting every lodging facility and contacting restaurants and added that he would also be
99 interested in meeting the individual. Mr. Booth added that this individual is currently
100 working on the Census and once this is completed she would be able to concentrate more on
101 the website and marketing. Mr. Booth stated that he realizes that the Chamber had been busy
102 with the primary elections and would now have more time to assist the town. There was
103 additional discussion on the importance of a website. Mr. Servant added that on the
104 income/expense statement under advertising and promotion \$2,500 was spent and under the
105 projections there was a \$12,000 surplus; he believes that these funds could be used to offset
106 the salary for a staff member as opposed to it coming from the general fund. It would benefit
107 the town to have someone in place that would pay attention to details and promote Surfside
108 Beach.

109
110 **7. PUBLIC COMMENTS**


111 There were no public comments.
112

113 **8. COMMITTEE COMMENTS**

114 Mr. Servant stated that at the last meeting it was decided to put the Guy Daniels Surfing
115 Tournament on the next agenda and asked if it was staff's recommendation to wait on this
116 until the next meeting since it was not on this agenda. It was determined that it would be
117 placed on the next agenda and that Guy Daniels representatives would be notified of the next
118 meeting so that they can come and present their request. It was decided that the next
119 meeting would be scheduled for May 1st at 4:30 PM.
120

121 **9. ADJOURNMENT**

122 Meeting was adjourned at 5:20 P.M.
123
124

125 
126 _____
127 Sharon Pinnell, Town Clerk

128 Approved: May 29, 2008
129

130 Clerk's Note: This document constitutes minutes of the meeting, which was audio taped. In accordance with FOIA, meeting
131 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
132 office. The agenda was posted on bulletin boards outside council chambers and in the town hall reception area. Meeting notice
133 was also posted on the town marquee.
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