

**ACCOMMODATIONS TAX ADVISORY COMMITTEE
COUNCIL CHAMBERS
115 US Highway 17 North ♦ Surfside Beach, SC 29575
July 13, 2006 @ 3:00 p.m.**

1. CALL TO ORDER Chairman Servant called the meeting to order at 3:00 p.m. and welcomed those in attendance. Chairman Servant and committee members Dunn, Harrison, Loftus, and Mathers were present. Committee members Arakas and Lazaroff were absent. A quorum was present. Staff present: Administrator Bine; Clerk Herrmann; Directors Elder, and King; Interim Director Grady, and Planning Analyst Evans.

Chairman Servant asked each member to identify himself and the area of representation: Phyllis Dunn, at large; Randy Harrison, culture/arts; Gary Loftus, at large; Jon Mathers, lodging, and E. J. Servant, III, lodging. Absent members: Michael J. Arakas, hospitality, and Jill Christeleit-Lazaroff, hospitality.

2. MINUTES APPROVAL Mr. Mathers moved to approve the September 20, 2005 regular meeting minutes as submitted. Mrs. Dunn seconded. **All members voted IN FAVOR. MOTION CARRIED.**

4. SC AUTHORITY TO ACT & BY-LAWS. Chairman Servant said the State Code and by-laws were in the committee packages and asked if there were questions or discussion. There were none.

5. BUSINESS

A. Financial Report and B. FY06-07 Adopted Budget. Mrs. King presented the financial reports that are on file. She recommended spending \$62,032 from FY06 in the current year, or transferring it to beach renourishment savings, because the law stipulated that funds must be used within two years of receipt and a report submitted to the Tourism Expenditure Review Committee (TERC.)

C. Funding Proposals.

i. Grant Applications.

a. Guy Daniels Memorial Surf-Off. Mr. Deaton presented the grant application for \$3,000 to use for advertising the annual event locally and throughout the eastern seaboard. Mr. Loftus moved to recommend approval of a \$3,000 grant from FY06-07 funds as presented. Mr. Harrison seconded. **All members voted in favor. MOTION CARRIED.**

b. Advertising. Mrs. Herrmann presented the issue paper that is in file, which related to grant advertising. The committee took no action.

ii. Proposed Projects – Committee Recommendations and Town Events.

a. Committee Recommendations. There were no committee recommendations.

Mr. Bine suggested a \$3- to \$5-thousand contribution from accommodations tax revenue towards placement of bus shelters by the Waccamaw Transit Authority would show support. The shelters not only serve workers that support the tourist industry, but also tourists using the transit system. **Mr. Loftus recused because he is chairman of the Coastal RTA Funding Task Force, a written statement is attached hereto and made a part of these minutes.** Chairman Servant said the suggestion had merit, and asked Mr. Bine to contact the Authority to ask it to present a request.

b. Expand Labor Day Volleyball Tournament. Mrs. King explained that the special events coordinator requested an additional \$2,000 to expand the annual Labor Day volleyball tournament to include families by offering live music and picnic to celebrate the end of summer. The Chamber of Commerce no longer funded Can-Am or Kid's Fair events held in town. To continue those events, additional funding of \$1,500 for the reception and additional \$500 for the Sun Fun Kid's Fair that was requested. The committee **CONCURRED** to expand and continue the special events in the FY07-08 budget.

c. Town Brochures; d. FY06-07 Advertising, and e. FY07-08 Chamber Advertising. Ms. Evans presented the issue papers that are on file. Effective January 2007 the Chamber of Commerce will no longer mail town brochures. The commission did not support advertising in the Stay & Play Guide. The committee **CONCURRED** that other advertising options, particularly the Internet and a more professional brochure, should be identified for presentation at the September meeting.

D. FY07-08 Budget Recommendations for September meeting. Mrs. King presented recommended budget expenditures that are on file. Mr. Loftus moved to approve the FY07-08 recommendations as presented. Mr. Mathers seconded. **All members voted in favor. MOTION CARRIED.**

Mr. Grady presented requests to purchase an additional Barber beach rake for \$33,150; \$3,200 to double the number of trash receptacles on the beach, and to construct a shower at 6th Avenue North. Mr. Harrison moved to recommend purchasing a Barber beach rake as requested out of FY06 funds. Mr. Mathers seconded. **All members voted in favor. MOTION CARRIED.** Mr. Harrison moved to approve \$3,200 out of FY06 funds for beach trash receptacles. Mr. Loftus seconded. **All members voted in favor. MOTION CARRIED.** The committee **CONCURRED** to defer the 6th Avenue North shower until the next meeting.

4. PUBLIC COMMENTS There were no public comments.

5. COMMITTEE COMMENTS

Chairman Servant welcomed the new members, Mr. Harrison and Mr. Loftus.

Mr. Mathers asked if the town still had a billboard. Ms. Evans said no, it was removed after the Chamber made a presentation to Town Council last September. Mrs. Herrmann did not recall a council action to cancel the billboard contract. Chairman Servant believed the billboard was funded by the 5-percent reserve and asked how the funds were being used to promote the town. Mr. Loftus asked what the 5-percent fund balance totaled. Mrs. King said about \$17,000. Mr. Loftus asked for a current balance.

6. ADJOURNMENT Chairman Servant announced the next meeting was scheduled September 14th at 3:00 p.m. Mr. Loftus moved to adjourn the meeting at 4:20 p.m. Mr. Mathers seconded. **All members voted in favor. MOTION CARRIED.**

Debra Eaddy Herrmann, CMC, 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.