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ACCOMMODATIONS TAX ADVISORY COMMITTEE
COUNCIL CHAMBERS
June 2, 2010 @ 4:30 p.m.

1. **CALL TO ORDER**

Chairman Servant called the meeting to order at 4:30 p.m. Committee members Hein, Harbin and Harrison were in attendance. Committee member Chandler was absent. A quorum was present. Staff present: Interim Administrator Fellner, Clerk Pinnell and Finance Treasurer Hursey. Ms. Faye Creel from the Myrtle Beach Chamber was also present.

2. **MINUTES APPROVAL**

Ms. Hein moved to approve the November 18, 2009 meeting minutes. Ms. Harbin seconded the motion. **All members voted in favor. MOTION CARRIED.**

3. **FINANCIAL UPDATE**

Financial Report

Ms. Hursey reported that our first quarter check was received but was less than expected due to a delinquent account which the Department of Revenue is currently working on. The town is hopeful that the next quarter check will make up for the shortfall. There are a significant amount of expenditures remaining for the year but adjustments can be made and the budget will balance for the year. Mr. Harrison requested the dates of the fiscal year reporting be clarified. Ms. Hursey stated that the report included a 15-month period, 4/1/2009-6/30/2010. Ms. Harbin asked when checks are received and Ms. Hursey answered in April and July. Mr. Harrison and Mr. Servant asked if they are to vote on a new budget. Ms. Hursey stated that she would like a consensus so this could be included in proposed budget for next Council meeting. Members wanted to review and discuss '09/10 expenditures before approving next year's.

Mr. Harrison stated that he had citizens approach him about ATAX expenditures and he felt like he needed more info himself. Public Safety items were questioned and Ms. Hursey stated that most included the beach truck, four-wheeler, jet-ski, expenses related to their maintenance and equipment, new wheelchairs, and beach patrol officers' salaries. Mr. Harrison then requested more info on Public Works expenses. Ms. Hursey stated that the amount included additional trash pick-ups, beach raking, water and electric utilities, shower-towers and maintenance of decking by bathrooms and walkovers. Mr. Harrison requested clarification on Contractual Services item. Ms. Hursey explained that the town supplies labor on beach but uses its own equipment and charges back to ATAX funds using FEMA standards. Also stated that the Grounds Department is now responsible for maintaining beach restrooms and expenditure includes salaries. Mr. Servant questioned line item \$8,000 which Ms. Hursey said was spent to replace a jet-ski that council had approved. Mr. Harrison asked about the Tourism-Related expenditures and Ms. Hursey stated that included all Special events, Fireworks, Beach Music festival, Can-Am Days, etc. Mr. Servant commented that in the future the committee should be given a breakdown on each event and always should be informed of what council approves. Mr. Harrison asked for an explanation of funds transferred into general fund and Ms. Harbin asked about miscellaneous expenditures which Ms. Hursey stated were for grants. Ms. Hein asked about printing expenditure for the Chamber and Ms. Hursey explained that 30% of the next check will go to the Chamber. Ms. Hursey explained that the town is hoping to bring in \$25,000 from

49 sponsors for the fireworks event so it may not need to use ATAX funds but if not the town
50 can pull from Sanitation and Pier funds. Mr. Harrison asked about the increase in Public
51 Safety overtime costs and Ms. Hursey explained that this had to do with May events, July 4th,
52 and beach firework patrol from June through August and anytime officers are needed for
53 crowd or traffic control. Mr. Harrison asked about special event salary increase and Ms.
54 Hursey explained that the intent is to use intern more for marketing, web-site work, and
55 community calendar design. Mr. Servant requested tourism related event proposed for next
56 year. Ms. Hursey named 4th of July, Car Show, Ocean Expo/Regatta, Kid's Fair/Super
57 Saturday, Can-Am and stated that she would email a list to all committee members. Mr.
58 Harrison and Ms. Hein commented on the \$32,000 budgeted for crossovers and the need for
59 additional expense to meet stricter guidelines building over dunes. Ms. Hursey reiterated that
60 the \$25,000 fireworks amount was just for fireworks and the other expenses included the
61 band, food, t-shirts, etc. which all comes out of the Recreation Department funds. Mr.
62 Servant commented on miscellaneous grants as non-committed projects and that would leave
63 some funds to committee's discretion. Mr. Servant asked for a motion to approve budget and
64 recommendation to council. Ms. Hein made motion to approve the budget and Harrison
65 seconded. All vote in favor. MOTION CARRIED.

66
67 **4. FUNDING REQUESTS**

68 **I. *Guy Daniels Ocean Expo – Grant Application Request***

69 Event has become more established and more popular each year. Mr. Servant
70 stated that town hasn't always funded this but in his opinion it is one of the most
71 worthwhile events. Ms. Hein agreed to its rapid growth and continued support
72 from locals and tourists. The event has broadened to include both surfing and
73 sailing. \$3,500 was the amount requested. Mr. Harrison made motion to approve
74 and Ms. Hein seconded. All voted in favor. MOTION CARRIED.

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76 **5. PUBLIC COMMENTS**

77 There were no Public Comments.
78

79 **6. COMMITTEE COMMENTS**

80 Ms. Servant asked for input from Chamber Representative Faye Creel and then Micki Fellner
81 commented briefly on Ocean Expo and about duties and responsibilities of intern before
82 being introduced as the new Interim Administrator. Mr. Servant asked committee members
83 to begin thinking about two seats currently open and discussed terms and qualifications of
84 members.
85

86 **7. ADJOURNMENT**

87 Meeting was adjourned at 5:25P.M.
88

89 _____
Sharon Pinnell, Town Clerk

90 Approved: _____
91

92 Clerk's Note: This document constitutes minutes of the meeting, which was audio taped. In accordance with FOIA, meeting
93 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
94 office. The agenda was posted on bulletin boards outside council chambers and in the town hall reception area. Meeting notice
95 was also posted on the town marquee.