



*ACCOMMODATIONS TAX COMMITTEE MEETING
TOWN COUNCIL CHAMBERS
JANUARY 18, 2018 ♦ 4:00 P.M.*

1. CALL TO ORDER.

Chairman Truett called the meeting to order at 4:00 p.m. Chairman Truett and Members Harbin, Lane-Laveglia, Livesay, Martin, and Servant were in attendance. One seat is vacant. A quorum was present. Others present: Administrator Fellner; Town Clerk Herrmann; Deputy Town Administrator Harrah; Finance Director King; Fire Chief Otte; Police Chief Hofmann; Public Works Director Adair, and Events Supervisor Ellis.

2. MINUTES APPROVAL.

Ms. Martin moved to approve the minutes of the March 30, 2017 meeting as presented. Ms. Lane-Laveglia second. All voted in favor. **MOTION CARRIED.**

Chairman Truett paid respects to former chairman Randy Harrison who served on this committee from 2006 until his passing during this holiday season. Mr. Harrison was a great supporter of the town and will be missed.

3. OFFICER ELECTION

i. Chairman. Mr. Servant moved to elect Mr. Truett as chairman. Ms. Harbin second. All voted in favor. **MOTION CARRIED.**

ii. Vice Chairman. Ms. Harbin moved to elect Mr. Servant vice chairman. Ms. Lane-Laveglia second. All voted in favor. **MOTION CARRIED.**

4. FINANCE REPORT. Director's Report – Current Financial Statements. Ms. Fellner presented the reports, copies of which are on file.

5. BUSINESS.

A. Town of Surfside Beach Funding Requests for FY2017-2018.

i. Fire and ii. Police. After discussion, Mr. Servant moved to approve the fire and police requests as submitted. Ms. Lane-Laveglia second. All voted in favor. **MOTION CARRIED.**

Staff recommended holding \$50,000 in unallocated funds in the event of an emergency or unforeseen event, or if anticipated revenue is not received. After discussion, the committee **CONCURRED.**

iii. Pier. After discussion, the committee **CONCURRED** to transfer \$50,000 for "Catastrophic Restoration" to the pier enterprise fund.

B. Town of Surfside Beach Funding Requests for FY2018-2019: All voted in favor. **MOTION CARRIED.**

C. Grant Requests for FY2018-2019.

i. Historical Signage \$10,000. Staff anticipates the historical signage will be put in place this summer; this item has been carried forward in unallocated funds for several years, because the process to have historical signage approved is lengthy.

Accommodations Tax Advisory Committee
January 18, 2018

54
55 ii. Social Media \$18,000. Ms. Becky Large gave a presentation citing the increase in social media usage
56 (two thirds of which is out of market) since she began the project, the addition of town businesses to the
57 website, establishing "Visit Surfside Beach" Facebook page to focus on tourism, higher Google placements, and
58 working together with the Chamber of Commerce to improve the town's tourism. The plan is to engage more
59 through photographs and videos of town events, sites, and the beach.
60

61 The members discussed the five percent reserve funds estimated at \$35,000, held by the Chamber
62 specifically for town and how it could be used to promote the town. The Business Committee is also working on
63 this.
64

65 Ms. Martin moved to approve funding for the historical signage and social media. Mr. Livesay second. All
66 voted in favor. **MOTION CARRIED.**
67

68 iii. Guy Daniels Surfoff Tournament, \$6,500. Mr. Mikey Pruitt presented the grant application. After
69 discussion, Mr. Livesay moved to approve the grant as requested. Ms. Harbin second. Chairman Truett and
70 Members Harbin, Livesay, Lane-Laveglia, and Servant voted in favor. Ms. Martin voted against. **MOTION**
71 **CARRIED.** Ms. Martin believed the grant should be reduced to \$5,000 as was done last year, and a reduction
72 made each year until the event is self-sustaining.
73

74 Ms. Fellner reminded the members and the public that the committee had already approved placing
75 \$75,000 in beach renourishment in perpetuity, so additional action was not necessary.
76

77 **6. PUBLIC COMMENTS.**
78

79 Randle Stevens, 1st Avenue North, identified himself as a councilmember and thanked the committee
80 members for their service. He asked that details from the recommendations and examples of the maps and
81 brochures be provided to councilmembers, because he had not seen any of them.
82

83 Cabell Young, 15th Avenue South, identified himself as a council candidate and said he supported the Guy
84 Daniels Foundation. He suggested that the committee have public comments at the beginning of the meeting like
85 they do at council meetings.
86

87 Carol Cook, 7th Avenue South, identified herself as a council candidate.
88

89 **7. COMMITTEE COMMENTS.**
90

91 Mr. Livesay said the current bylaws seat officers for one year. He suggested that officers hold two year
92 terms for continuity purposes. After discussion, the committee **CONCURRED to review bylaws at the next**
93 **meeting.**
94

95 Mr. Servant said State Law requires that 25 percent of accommodations tax revenue be sent to the
96 Chamber. Funds for the brochures may or may not be spent. If it isn't spent it would be left in unallocated funds.
97 The historical signs have been approved for two years and have been carried forward pending SC State approval.
98 The media consultant is doing much more than \$18,000 worth of work for the town. There has been positive
99 benefit from that work. The goal is to develop more positive business for the town, regardless of how and where.
100 The committee should evaluate the presentations carefully to spend funds correctly. In his opinion, the social
101 media consultant is certainly justified for another year.
102

103 **8. ADJOURNMENT.** Ms. Martin moved to adjourn at 5:25 p.m. Ms. Harbin second. All voted in favor.
104 **MOTION CARRIED.**
105

Accommodations Tax Advisory Committee
January 18, 2018

106
107
108
109
110
111
112
113
114
115
116
117
118
119
121
122
124
125
126
127
128
129

Prepared and submitted by

Approved: January 17, 2019

Debra Eaddy Herrmann, CMC, Town Clerk

James S. Truett, Chairman – Committee Member

Carolyn Harbin, Lodging Member

Kathryn M. Martin, Culture/Arts Member

Melodye Lane-Laveglia, Lodging Member 120

Gary Livesay, Committee Member

E. J. Servant, III, Lodging Member

123

Phil Vassar, Lodging Member

Clerk's Note: This document constitutes action minutes of the meeting that was digitally recorded. Contact the town clerk for appointments to hear audio; bring a flash drive to obtain a recording copy. In accordance with FOIA, meeting notice and the agenda were distributed to local media and interested parties via the town's email subscription list. The agenda was posted on the entry door at Town Council Chambers. Meeting notice was also posted on the Town marquee.