

| MEETING MINUTES | | AGENDA | | | | | | |
|--|----|--|---|------------------|--------------------|--------------------|----------|-------------------------|
| | | ACCOMMODATIONS TAX (2% STATE) BOARD | | | | | | |
| | | WEDNESDAY, OCTOBER 21, 2020 | | | | | | |
| | | 8:30 a.m. | | | | | | |
| | | County Council Chambers | | | | | | |
| | | Administration Building | | | | | | |
| | | Beaufort County Government Robert Small Complex | | | | | | |
| | | 100 Ribaut Road | | | | | | |
| | | Beaufort, South Carolina 29901 | | | | | | |
| | | APPLICANTS ARE ASKED TO ARRIVE 20 MINUTES EARLY | | | | | | |
| Meeting was held as scheduled. | | | | | | | | |
| Board Members: | | | | | | | | |
| Dick Farmer, Chairman - present | | | | | | | | |
| Olivia Young, Vice Chair - present | | | | | | | | |
| Vimal Desai - present | | | | | | | | |
| Anita Singleton-Prather - arrived at 9:00 am | | | | | | | | |
| Jonathan Sullivan - present | | | | | | | | |
| Constance Gardner - absent | | | | | | | | |
| Richard Stewart - present | | | | | | | | |
| | | Organization | Event/Project | Amount Requested | Received Last Year | Recommended Amount | % of Ask | Name |
| 8:30 AM | 1 | Friends of Hunting Island (SUBSEQUENTLY WITHDREW APPLICATION) | Winter Market Research Study | \$ 7,600.00 | \$ 5,000.00 | \$ - | 0% | Carol Corbin |
| 8:40 AM | 2 | Greater Beaufort-Port Royal CVB | Tourism Marketing FY 2020-2021 | \$ 200,000.00 | \$ 120,000.00 | \$ 120,000.00 | 60% | Robb Wells |
| 8:50 AM | 3 | Historic Bluffton Foundation | Operation of the Heyward House Museum and Welcome Center | \$ 17,000.00 | \$ 10,000.00 | \$ 5,000.00 | 29% | Katie Epps |
| 9:00 AM | 4 | Lean Ensemble Theater | Lean Ensemble Theater Marketing | \$ 6,000.00 | \$ 1,000.00 | \$ - | 0% | Blake White |
| 9:10 AM | 5 | Friends of the Spanish Moss Trail | Spanish Moss Trail Visitor Marketing Video | \$ 5,950.00 | \$ 5,000.00 | \$ 2,000.00 | 34% | Sissy Perryman |
| 9:20 AM | 6 | Historic Mitchelville Freedom Park | Holiday Tree Lighting, Freedom Day, Marketing and Site Prep/Design for Juneteenth Celebration | \$ 45,000.00 | \$ 20,000.00 | \$ 5,000.00 | 11% | Ahmed Ward |
| 9:30 AM | 7 | Beaufort Film Society | Beaufort International Film Festival (15th) | \$ 20,000.00 | \$ 15,000.00 | \$ 10,000.00 | 50% | Ron Tucker |
| 9:40 AM | 8 | Beaufort County Solid Waste & Recycling Department | Don't Take a Vacation from Recycling Campaign | \$ 44,425.00 | \$ - | \$ - | 0% | Ashley Jenkins |
| 9:50 AM | 9 | Penn Center Inc. | Penn Center & Heritage Days Celebration, Operations & Marketing | \$ 60,000.00 | \$ 31,500.00 | \$ - | 0% | Deloris Pringle |
| 10:00 AM | | Coastal Discovery Museum | Cultural & EcoTourism Program | \$ 32,000.00 | \$ 20,000.00 | \$ 10,000.00 | 31% | Natalie Hefter |
| 10:10 AM | 10 | BREAK | BREAK | | | | | |
| 10:20 AM | 11 | SC Lowcountry & Resort Islands Tourism Commission | Promotion of Beaufort County & the Lowcountry | \$ 29,700.00 | \$ 40,000.00 | \$ 20,000.00 | 67% | Peach Morrison |
| 10:30 AM | 12 | Hilton Head Choral Society | Marketing for Tourist/Visitor Development | \$ 4,000.00 | \$ 1,500.00 | \$ - | 0% | Margie Lechowicz |
| 10:40 AM | 13 | Arts Center of Coastal Carolina | Tourism Marketing of the Unincorporated Areas of Beaufort County | \$ 9,000.00 | \$ 3,500.00 | \$ 2,000.00 | 22% | Linda Bloom |
| 10:50 AM | 14 | Community Foundation of the Lowcountry/Reconstruction Beaufort | Restore and Add Stokes Freedman's Cottage to the Reconstruction Era National Historical Park Network | \$ 179,443.00 | \$ - | \$ - | 0% | Billy Keyserling |
| 11:00 AM | 15 | Sons of Union Veterans of the Civil War of Beaufort, SC | Repair and Add Grand Army of the Republic Hall to the Reconstruction Era National Historical Park Network | \$ 96,263.00 | \$ - | \$ - | 0% | Elijah Washington |
| 11:10 AM | 16 | Brick Baptist Church | Restore and Add Brick Church Cottage to the Reconstruction Era National Historical Park Network | \$ 326,790.00 | \$ - | \$ - | 0% | Reverend Abraham Murray |
| 11:20 AM | 17 | Hilton Head Hospitality Association | Hilton Head Wine & Food Festival | \$ 10,000.00 | \$ 6,000.00 | \$ 3,000.00 | 30% | Jeff Gerber |
| 11:30 AM | 18 | The Original Gullah Festival of South Carolina, Inc. (NO SHOW) | The Gullah Festival | \$ 15,000.00 | \$ 35,000.00 | \$ - | 0% | Thomas Hicks |
| 11:40 AM | 19 | Historic Port Royal Foundation | Historic Port Royal Exhibition Displays | \$ 10,000.00 | \$ - | \$ - | 0% | Deborah S. Johson |
| 11:50 AM | 20 | First Tee - The Lowcountry | Concierge Informational Event | \$ 1,500.00 | \$ 1,500.00 | \$ - | 0% | Pat Zuk |
| 12:00 PM | | BREAK | BREAK | | | | | |

| | | | | | | | | |
|----------|----|--|---|----------------|--------------|---------------|-----|---------------------|
| 12:50 PM | 21 | Beaufort County Black Chamber of Commerce | Cultural Tourism Marketing/Events | \$ 135,000.00 | \$ 64,000.00 | \$ 32,000.00 | 24% | Kevin Holman |
| 1:00 PM | 22 | NIBCAA | Hilton Head Island Gullah Celebration | \$ 42,400.00 | \$ 23,000.00 | \$ 15,000.00 | 35% | Courtney Young |
| 1:10 PM | 23 | Lowcountry Golf Course Owners Association | Golf Tourism Broadcast Golf Channel TV Campaign | \$ 20,000.00 | \$ 8,000.00 | \$ - | 0% | Barry Fleming |
| 1:20 PM | 24 | Beaufort Area Hospitality Association | Northern Beaufort Visitors Map | \$ 15,000.00 | \$ - | \$ 10,000.00 | 67% | Ashlee Houck |
| 1:30 PM | 25 | Gullah Museum Hilton Head Island | Permanent Exhibit/Renovation Project | \$ 25,000.00 | \$ - | \$ - | 0% | Natashia Aiken |
| 1:40 PM | 26 | Daufuskie Marsh Tacky Society | 2nd Annual Daufuskie Marsh Tacky Rally | \$ 10,500.00 | \$ - | \$ - | 0% | Erica Veit |
| 1:50 PM | 27 | Port Royal Sound Foundation (PRSF) | Exhibit and Signage Renovation at the Maritime Center | \$ 56,750.00 | \$ 26,500.00 | \$ 26,000.00 | 46% | Jennifer E. Jenkins |
| | | TOTAL: | | \$1,424,321.00 | | \$ 260,000.00 | | |
| | | AMOUNT AVAILABLE: | | \$260,000.00 | | | | |
| | | The following Board member was recused as follows: | | | | | | |
| | | #20 - Dick Farmer | | | | | | |
| | | Board members came to a consensus on all recommended dollar amounts noted above. | | | | | | |
| | | Board members discussed reaching out to the Finance Director and/or the County Administrator inquiring if additional funds would be made available at a later date to supplement the funds awarded for these requests. Mr. Dick Stewart was tasked with drafting a memo. | | | | | | |
| | | Chairman Farmer contacted Hayes Williams, County Finance Director, on October 28, 2020, to discuss additional distribution of State ATAX funds. The result of their discussion is that Chairman Farmer will present these recommendations to the Finance Committee on November 16, 2020, and Mr. Williams will recommend that additional funds be allocated for distribution to the Board. Chairman Farmer will then reconvene the Board to further allocate additional funds. Chairman Farmer and Mr. Williams will be in communication regarding this issue. | | | | | | |