

**TOWN OF EDISTO BEACH
ACCOMMODATIONS TAX ADVISORY BOARD
MINUTES
AUGUST 5, 2021
10:00 a.m.**

Town of Edisto Beach
Town Hall
2414 Murray Street
Edisto Beach, SC 29438

Present: Leslie Varner Hurley, Mike Hobson, Judith Blancett, and Robert Pratt. Town Administrator Iris Hill, Assistant Town Administrator Mark Aakhus, Municipal Clerk Angela K. Davis, Executive Director for the Edisto Chamber of Commerce Chelsea Harrison.

Absent: Paul Oakley and Matthew Kizer (due to miscommunication), Tyler VonNeida (prior notice given)

Call to Order: Leslie Varner Hurley called the meeting to order.

Approval of Minutes: Robert Pratt moved to approve the minutes of the May 6, 2021, ATAX meeting, seconded by Judy Blancett, and approved unanimously.

New Business

ATAX Fund Balance- Ms. Hurley asked the board to review the ATAX fund balance. Mike Hobson asked for clarification on the equipment for the new Police Officer for the Edisto Beach Police Department. Ms. Hurley asked if a vehicle for the new officer had been purchased and Town Administrator Hill informed her that the vehicle was on back order and had not come in. Mr. Hobson moved to approve the ATAX fund balance, seconded by Judy Blancett, and approved unanimously.

ATAX Project Balance - Leslie Varner Hurley asked the board to review the ATAX project balance. Mike Hobson moved to approve the ATAX project balance, seconded Judy Blancett, and approved unanimously.

Request from the Edisto Chamber of Commerce, Off-Season Marketing and Advertising, \$50,000.00 - Leslie Varner Hurley reviewed the application from the Edisto Chamber of Commerce for off-season market and advertising. Ms. Chelsea Harrison reported to the board with reports and data from different advertising outlets including magazines, brochures, monthly newsletters, and social media platforms. Mike Hobson asked Chelsea Harrison if there were any internal reports on return of investments or any data that could provide information on the development of leads. Ms. Harrison mentioned that the Chamber of Commerce keeps track on all leads and advertising outlets but mentioned they had not yet produced a report for cost analysis per outlet. The board discussed new advertising outlets for travel writer tradeshows, added website features and marketing for certain audiences. Leslie Varner Hurley recused herself from the vote because Ms. Hurley is on the Edisto Beach Chamber of Commerce Board. Town Administrator Hill called Paul Oakley so the board would have a quorum to vote. Ms. Hurley informed Mr. Oakley of the application and previous discussion. Mike

Hobson moved to approve the application from the Edisto Chamber of Commerce for off-season marketing and advertising, seconded by Robert Pratt, and approved unanimously.

Old Business:

Request from the Town of Edisto Beach, Additional Garbage Collection, \$45,000.00 - Town Administrator Hill informed the board that the application for additional garbage collection was a onetime deal with Republic Services and that this application had been withdrawn.

Mike Hobson asked about new member applications and Ms. Hill informed the board that applications would be submitted to Town Council for approval in October 2021.

Adjournment: Judy Blancett moved to adjourn the meeting, seconded by Leslie Varner Hurley, which was approved unanimously.

APPROVED BY THE ATAX BOARD



Angela K. Davis, Municipal Clerk

November 4, 2021