

**TOWN OF EDISTO BEACH
ACCOMMODATIONS TAX ADVISORY BOARD
MINUTES
November 1, 2018
10:00 a.m.**

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

Present: Leslie Varner Hurley, Matthew Kizer, Tyler Von Neida and Paul Oakley. Absent: Judith Blancett, Stephanie Jumper and Van Maxwell (prior notice given).

Call to Order: Chairman Oakley called the meeting to order.

Approval of Minutes - Matthew Kizer moved to approve the minutes of the Special ATAX Board meeting on June 20, 2018. The motion was seconded by Leslie Varner Hurley and approved 4 – 0.

2019 Accommodations Tax Advisory Board Meeting Schedule – The proposed dates for the 2019 calendar year are February 7, May 2, August 1 and November 7. The Board decided to keep the meeting time at 10:00 for the upcoming year unless there was a conflict with the majority of members. Matthew Kizer moved to approve the 2019 meeting dates pending approval by Town Council. The motion was seconded by Leslie Varner Hurley and approved 4 – 0.

ATAX Fund Balance – Krystal Parsons, Financial/Budget Analyst for the Town of Edisto Beach was present to answer any questions the Board had. There was a question as to why the balances of the Enterprise checking account (\$264,699.09) and the LGIP account (\$50,700.98) were so different. Matthew Kizer moved to approve the ATAX fund balance of \$171,19.81, seconded by Leslie Varner Hurley and approved 4 – 0.

ATAX Applications:

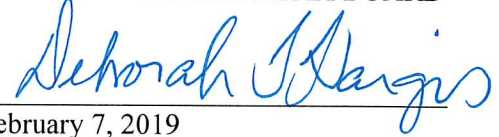
Edisto Beach Police Department, Beach Life Rings, Throw Rings and Throw Bags, \$2,840 – Police Chief George Brothers presented the application on behalf of the Edisto Beach Police Department. He explained that the existing rings are at least five years old and had suffered significant wear. The throw bags would be placed in the beach patrol vehicle and all other first responder vehicles. Matthew Kizer moved to approve the application and grant the Police Department's request for \$2,840. The motion was seconded by Leslie Varner Hurley and approved 4 – 0.

Edisto Chamber of Commerce, Off Season Marketing and Advertising, \$50,000 – Lisa Harrell, Edisto Chamber of Commerce Director presented the application. Copies of advertisements from the past year were distributed to Board members. A lengthy discussion ensued concerning changes and suggestions to be made for the upcoming year. Mrs. Harrell has recently begun negotiations with Southern Living magazine which look promising. Matthew Kizer moved to approve the application and grant the Chamber's request for \$50,000 for off season marketing and advertising. Paul Oakley seconded the motion, which was approved 3 – 0 with Leslie Varner Hurley recused due to conflict of interest.

Adjournment – Leslie Varner Hurley moved to adjourn the meeting, seconded by Matthew Kizer and approved 4 – 0.

The media/public was informed of the date, time and location of the meeting on Monday, October 29, 2018.

APPROVED BY THE ATAX BOARD



February 7, 2019