

**TOWN OF EDISTO BEACH
ACCOMMODATIONS TAX ADVISORY BOARD
MINUTES
November 5, 2015
4:00 p.m.**

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

Present: Matthew Kizer, Paul Oakley, Judith Blancett, Leslie Varner Hurley, Stephanie Jumper and Van Maxwell.

Absent: Walton Salley

Call to Order: Chairman Matthew Kizer called the meeting to order and welcomed the new members, Stephanie Jumper and Leslie Varner Hurley.

Approval of Minutes: Paul Oakley moved to approve the minutes of the August 6, 2015 meeting. The motion was seconded by Leslie Varner Hurley and unanimously approved.

ATAX fund balance: As of October 26, 2015, the ATAX fund balance is \$315,647.30. The balance on two approved projects (Chamber of Commerce off-season marketing, local and Chamber of Commerce off-season marketing, expanded) total \$47,000 leaving an unencumbered balance of \$268,647.30.

ATAX Application:

Edisto United, 6th Annual Edisto Eats Festival and Ultimate Chef Competition, March 19, 2016, \$6,200. Amanda Kelsey presented the application on behalf of Edisto United. Ms. Kelsey referred the Board to page nine of the application, which shows the breakdown of expenditures. Of the funds requested, \$3,410 will be used for destination advertising and promotion (banners, flyers, advertisements in magazines, newspapers and on radio). Twenty-five percent, or \$1,550 will be used for tourism-related events (wrist bands, raffle tickets, etc.). Public transportation will cost approximately \$124.00 and make up 2% of the projected budget and will include shuttles to and from the parking areas and parking signage. Facility expenses, which consist of two handicapped-accessible port-a-lets and waste removal make up 8% of the budget or \$496.00. The projected event information facility (handouts, flyers, signage, etc.) will cost \$620.00 or approximately 10% of the budget. Mr. Kizer asked if this event was the only fundraising event held by Edisto United. Ms. Kelsey said it is the biggest event, and there will be preliminary events leading up to the competition. Edisto United also will hold a dinner at Bay Creek Park on December 5, 2015. Most of the money raised at the December event goes to support Edisto Elves. Ms. Kelsey explained that Edisto United funds many activities for local children, including boat building, the outdoor classroom at Jane Edwards Elementary, Edisto Elves (Christmas assistance), school supply assistance, food assistance through the Panther Pack program and summer camp and leadership programs. Mr. Kizer asked why the events leading up to the chef competition are done on weeknights. Ms. Kelsey replied that the restaurants that host the preliminary events close to the public to host those events, so it's better for the restaurants to close during the week. Ms. Kelsey explained that the competition would be a bar-be-que cook off and the public will vote for the winner instead of a chef competition. Ms. Kelsey told the Board that 100% of the profits made by the event in previous years go to the Edisto United projects listed above. Last year, approximately \$11,500 sent twelve kids to camp, Panther Packs for 16 kids, 80 children were helped by Edisto Elves, every class at Jane Edwards utilizes

the outdoor classroom, and boat building goes on the entire year and costs approximately \$5,000. A conversation followed concerning Edisto United donating a portion of the profits to beach renourishment. Administrator Hill told the Board that the sponsorship fund currently has a balance of \$3,250 that could be used for this event. Van Maxwell moved to approve the application, with half the \$6,200 coming from ATAX funds and half coming from the sponsorship fund. Paul Oakley seconded the motion which passed unanimously.

2016 Meeting Dates, subject to Council approval: The ATAX Board will meet during the 2016 year on February 4, May 5, August 4 and November 3. The Board decided to schedule the February 4 meeting for 11:00 a.m. This will be a change from the usual 4:00 p.m. meeting time. The Board will decide at the February meeting what time the May meeting will be held. These dates are subject to approval by Town Council. Leslie Varner Hurley moved to accept the 2016 ATAX Meeting Dates, subject to Council approval. Judith Blancett seconded the motion, which was approved unanimously.

Adjournment: Van Maxwell moved to adjourn the meeting, seconded by Paul Oakley and approved unanimously.

The media/public was notified of the date, time and location of the meeting on Thursday, October 29, 2015.

APPROVED BY THE ATAX BOARD

Deborah Hargis, Municipal Clerk
February 4, 2016