

**TOWN OF EDISTO BEACH  
ACCOMMODATIONS TAX ADVISORY BOARD  
MINUTES**

**August 6, 2015**

**4:00 p.m.**

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

Present: Judith Blancett, Beth Guilherme, Matthew Kizer, Van Maxwell and Paul Oakley.

Absent: Walton Salley

**Call to Order:** Deborah Hargis called the meeting to order.

**Election of Chairperson and Vice Chairperson:** Beth Guilherme nominated Matthew Kizer for Chairperson, seconded by Van Maxwell. Mr. Kizer was elected unanimously. Matthew Kizer nominated Paul Oakley for Vice Chairperson, seconded by Beth Guilherme. Mr. Oakley's nomination was approved unanimously. Chairman Kizer thanked the outgoing members of the ATAX Board, Charlie Vincent, Molly Watkins and Jane Morrow and welcomed new members Judith Blancett and Paul Oakley.

**Approval of Minutes:** Beth Guilherme moved to approve the minutes of the May 7, 2015 meeting. Van Maxwell seconded the motion, which was unanimously approved.

**ATAX Fund Balance:** As of July 22, 2015, the ATAX fund balance is \$312,534.21. The balance on two approved projects (the Police Department Beach Patrol and Bell Bond Debt) total \$51,436.47 leaving an unencumbered balance of \$261,097.74.

**ATAX Applications:**

**A. Edisto Chamber of Commerce, Off Season Marketing and Advertising (6-hour drive market), 2015, \$12,000** – Chamber Director Dan Carter presented the application on behalf of the Edisto Chamber. Mr. Carter said the focus of the spending of ATAX funds was to get people to come to Edisto Beach in the off season. Mr. Carter showed the Board several print ads that the Chamber had put in various magazines (Charleston Magazine, Charlotte Magazine, Grand Strand Magazine, Western North Carolina Magazine, etc.) Mr. Carter said that he was focusing on advertising in the fall and spring. Mr. Maxwell asked if there was any way to track which ads were actually successful in bringing visitors to Edisto in the off season. Mr. Carter said that there was a specific QR code on each ad. Mr. Carter said it was difficult to determine if the reader actually came to Edisto because of seeing the ad. Mr. Oakley asked how the advertisements were specifically designed to attract visitors in the off season. Town Administrator Hill suggested adding “not just a summer destination” to the ads. The Board suggested promoting the lower rates (40 – 50% lower, according to Mr. Kizer) of rentals in the off season. Mr. Oakley asked why North Carolina was inundated with advertisements and other states were not. Mr. Carter said that previous ATAX Boards suggested the Charlotte market. Mr. Oakley asked if the ATAX revenues had increased. Administrator Hill said she would get the Town's financial analyst to put together a graph for the Board. Mr. Kizer pointed out the advertisements referred to Edisto Island and not Edisto Beach and would like to see that changed. Paul Oakley moved to approve the full amount of the request, \$12,000, for the Off Season Marketing and Advertising, 6-hour market. The motion was seconded by Beth Guilherme and approved unanimously.

**B. Edisto Chamber of Commerce, Off Season Marketing and Advertising (expanded market), 2015, \$35,000** – Dan Carter presented the application, noting the major difference involves the digital advertisement. Web banners have been utilized through Sinclair Media Group, targeting potential Canadian visitors. E-blasts are being utilized in parts of New York state. Print ads have been purchased in Car and Travel Magazine, which is specific to New York, and the Wall Street Journal. Mr. Oakley questioned the ad in Wall Street Journal, wondering how many readers actually booked vacations after seeing the advertisement. Mr. Carter said that the Wall Street Journal had been suggested by a realtor who felt that there was value there since it was less expensive to advertise in the classified section of the magazine than in similar publications. Mr. Maxwell asked if the ads were in the print or electronic version of the Journal. Mr. Carter said it was in the electronic version. Van Maxwell moved to approve the full amount of the request, \$35,000, for the Off Season Marketing and Advertising, expanded market. The motion was seconded by Beth Guilherme and approved unanimously.

**Adjournment:** Paul Oakley moved to adjourn the meeting, seconded by Van Maxwell. The motion was approved unanimously.

*The media/public was informed of the date, time and place of the meeting on Tuesday, July 28, 2015.*

APPROVED BY THE ATAX BOARD

  
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Deborah Hargis, Municipal Clerk

November 5, 2015