

**TOWN OF EDISTO BEACH**  
**ACCOMMODATIONS TAX ADVISORY BOARD**  
**MINUTES**  
**August 7, 2014**  
**4:00 p.m.**

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

Present: Jane Morrow, Vice-Chairperson, Walton Salley, Molly Watkins, Charlie Vincent, Matthew Kizer, Elizabeth Guilherme.

Absent: Van Maxwell (prior notice given)

**Call to Order:** Vice Chairperson Jane Morrow called the meeting to order at 4:00 p.m.

**Election of Chairperson:** Matthew Kizer nominated Charlie Vincent to be the new Chairperson of the ATAX Board. Jane Morrow seconded the motion, which was approved unanimously.

**Approval of Minutes:** Matthew Kizer moved to approve the minutes of the Special ATAX Board Meeting from June 3, 2014. Molly Watkins seconded the motion, which was approved unanimously.

**New Business:**

ATAX Fund Balance: The current unencumbered ATAX balance is \$88,189.85. Town Administrator Iris Hill addressed the Board, stating she would recommend to Council they bank as much of the ATAX funds as possible for the upcoming 2016 beach renourishment project. The ten million dollar project will require a three million dollar contribution from the Town.

Town of Edisto Beach, Withdrawal of Application for Highway 174 Litter Pick up: Town Administrator Iris Hill informed the Board that she was withdrawing the application because the money to fund the project were being taken out of the Hospitality Tax fund.

**ATAX Applications:**

Edisto Chamber of Commerce, Fall Festival 2014, \$3,000:

Edisto Chamber of Commerce, Shrimp Fest 2014, \$4,000:

Charlie Vincent moved to deny the funding of these two applications. Molly Watkins seconded the motion. The ATAX Board asked Mr. Dan Carter, Chamber Director, to use carryover funds from last year to fund these two projects. Vice-Chairperson Morrow called for the vote, and the motion carried 5-0 with Vice-Chairperson Morrow recusing herself due to her being a member of the Chamber Board.

Edisto Chamber of Commerce, Off-Season Marketing, \$30,000: Matthew Kizer moved to approve \$12,000 for the Chamber's off-season marketing and advertising in the local market. Charlie Vincent seconded the motion. Mr. Vincent stated that it was not the obligation of the Board to suggest to the Chamber where to spend the requested funds are spent. Mr. Kizer amended his motion to approve \$12,000 for the Chamber's off-season marketing and advertising. Vice Chairperson Morrow called for a vote and the motion carried 5-0 with Vice- Chairperson Morrow recusing herself.

Edisto Chamber of Commerce, Expanded Off-Season Marketing and Advertising, \$105,000: Mr. Carter explained the reasoning for the application. The Chamber Board has asked the Chamber to do more in the way of advertising, and to explore the possibilities of advertising in Canada. The ATAX Board and Town Council also asked the Chamber to do more advertising. Charlie Vincent moved to deny the requested funding for this application. Molly Watkins seconded the motion. During discussion, Mr. Vincent amended his motion to approve \$35,000 in ATAX funds for the expanded off-season marketing and advertising. Walton Salley seconded the motion, which was approved 5-0 with Molly Watkins abstaining.

**Adjournment:**

Charlie Vincent moved to adjourn the meeting. Jane Morrow seconded the motion, which was approved unanimously.

*The media/public was informed of the date, time and place of the meeting on Friday, August 1, 2014.*

APPROVED BY THE ATAX BOARD

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Deborah Hargis, Municipal Clerk  
December 4, 2014