

**TOWN OF EDISTO BEACH
ACCOMMODATIONS TAX ADVISORY BOARD
MINUTES
November 2, 2017
10:00 a.m.**

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

Present: Judith Blancett, Leslie Varner Hurley, Matthew Kizer, Paul Oakley, Pieter Knot. Absent: Van Maxwell and Stephanie Jumper (prior notice).

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

Approval of Minutes: Paul Oakley moved to approve the minutes of the August 3, 2017, seconded by Leslie Varner Hurley and approved 5 - 0

New Business:

A. Fund Balance: Leslie Varner Hurley moved to approve the ATAX fund balance of \$102,821.61, seconded by Paul Oakley and approved 5 - 0.

B. Applications

1. Edisto Chamber of Commerce – Off Season Marketing and Advertising 2017/2018 (expanded and 6-hour combined application) – Lisa Harrell, Director of the Edisto Chamber of Commerce, presented the application. She explained that she had not used \$10,288 because of Hurricane Matthew and the uncertainty of when everything would be back to normal on Edisto. The funds not used were approved for expanded market advertising. Mrs. Harrell told the Board that she planned on pursuing AAA, Reader's Digest and Travel 50 & Beyond. Chairman Kizer asked Mrs. Harrell if she was using e-blast marketing. Mrs. Harrell stated that she was and passed out some of the press releases that had been sent out. Mrs. Harrell will also be using Local Page Pop which will help target those who search for Edisto Beach or places near Edisto. Mrs. Harrell is hopeful that the new Chamber website will be up and running by December. She has recently hired someone to work on the Chamber's social media presence. Chairman Kizer suggested sending the Visitor's Guide to Charlotte outlets. Mr. Knot suggested a stuffer in newspapers in the target cities, or sending out a postcard to certain zip codes. Mr. Knot also suggested having a wedding planner "fan trip" since the planners are instrumental in securing venues for clients. There was a discussion among Board members of coming up with a "tag line" or a few sentences that tell what Edisto is all about to use in advertising. Chairman Kizer asked if billboards were being used along Interstate 95. Mrs. Harrell stated they were not, due to cost and other factors.

Pieter Knot moved to approve the request from the Edisto Chamber of Commerce of \$50,000, seconded by Leslie Varner Hurley and approved 5 -0.

Secretary Deborah Hargis told the Board that pending Council approval, the 2018 meeting dates will be February 1, May 3, August 2 and November 1. The Board decided to keep the meeting time at 10:00 a.m. for the February meeting.

Adjournment:

Leslie Varner Hurley moved to adjourn the meeting, seconded by Judith Blancett and approved 5 – 0.

APPROVED BY THE ATAX BOARD

A handwritten signature in cursive script, appearing to read "Deborah Wang", written over a horizontal line.

February 1, 2018