

**TOWN OF EDISTO BEACH**  
**ACCOMMODATIONS TAX ADVISORY BOARD**  
**MINUTES**  
**August 4, 2016**  
**11:00 a.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, Pieter Knot and Van Maxwell.

**Call to Order:** Chairman Kizer called the meeting to order at 11:00 a.m. and welcomed new member Pieter Knot to the Board.

**Approval of Minutes:** Paul Oakley moved to approve the minutes of May 5, 2016, seconded by Leslie Varner Hurley. The motion was unanimously approved.

**New Business:** Leslie Varner Hurley moved to approve funds in the amount of \$500,000 for beach renourishment, seconded by Judy Blancett and approved unanimously. Paul Oakley asked if the March quarter distribution was less than other distributions. Town Administrator Hill said that it was a slow quarter and that other distributions were more. Administrator Hill said that the Town was anticipating a distribution of \$294,000 this year. Lisa Harrell pointed out that the SCPRT website shows how much Edisto Beach is given every year. The quarterly distributions from the state in 2015 were as follows: Quarter 1 - \$54,402, Quarter 2 - \$183,938, Quarter 3 - \$39,794 and Quarter 4 - \$12,149.

**ATAX Applications:** Lisa Harrell, Executive Director of the Edisto Chamber of Commerce, presented the applications for the off season marketing and advertising (6-hour and expanded drive markets). In 2015 the Chamber asked for and the Board approved \$12,000 for the 6-hour drive market advertising. These funds, if approved this year, would be used for advertising in Charleston Magazine, Charleston Wedding, Charlotte Magazine and Western North Carolina Magazine. Mrs. Harrell is also interested in pursuing Facebook advertising with the 6-hour and expanded drive market funds. Paul Oakley suggested focusing more on Georgia in the future. Pieter Knot asked Mrs. Harrell how the effectiveness of the advertising was measured. Mrs. Harrell admitted this was difficult and the best way is to look at the ATAX distribution by year. Each year it has increased, so it is within reason that the advertisement is successful. The digital ads are easier to track. Mrs. Harrell would like to talk with property managers at the rental agencies to see if they have had more visitors from locations that have seen an increase in advertisements. Mrs. Harrell mentioned that the State Park had seen a decrease in number of visitors, due most likely to the flood in October. The expanded drive/fly market advertising focuses on New Jersey, Ohio, Virginia and Tennessee. The Chamber moved away from advertising in Canada and the Wall Street Journal this year. Currently, the Chamber is doing a digital campaign with Sinclair Media (Channel 4 in Charleston). The Chamber is in the process of updating its website. Paul Oakley commented on the Chamber's willingness to focus print ads more on the beach than the island as suggested to former Director Dan Carter. Mr. Knot asked if the Chamber used a marketing company. Mrs. Harrell stated that everything was done in-house. Van Maxwell wondered if there was a correlation between visitors to Edisto Beach and direct flights to/from Charleston International Airport. The Board agreed this was probably the case, but there are no analytics to prove it. Mrs. Harrell said that the Chamber was going to look into advertising in Reader's Digest and AAA Magazine. Van Maxwell asked if the Board could approve the distribution of funds when there was a negative balance in the account.

Chairman Kizer said that the funds would not actually be spent until ATAX money was distributed by the state.

Leslie Varner Hurley moved to approve the Chamber's request for \$10,000, seconded by Stephanie Jumper and approved unanimously. Paul Oakley moved to approve the Chamber's request for \$25,000 for the expanded drive market, seconded by Leslie Varner Hurley and approved unanimously.

Van Maxwell asked the Board why Edisto United did not use the funds approved. Administrator Hill said no explanation was given.

Van Maxwell moved to adjourn the meeting, seconded by Paul Oakely and unanimously approved.

APPROVED BY THE ATAX BOARD

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

November 3, 2016