

**TOWN OF EDISTO BEACH**  
**ACCOMMODATIONS TAX ADVISORY BOARD MEETING**  
**November 2, 2023**  
**10:00 A.M.**

**MINUTES**

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

**Present:** Chair Leslie Varner Hurley (via phone), Vice Chair Mike Hobson, Judith Blancett, Brandon Jackson, Matthew Kizer, and Tyler Von Neida (*Quorum of Committee Present*)

**Absent:** Rick Moore (excused)

**Staff Present:** Town Administrator Mark Aakhus, Assistant Town Administrator Dee Stalvey, and Municipal Clerk Donna Iskra

**Call to Order**

Vice Chair Hobson called the meeting to order at 10:01 a.m.

**Approval of Minutes**

Mr. Hobson moved to approve the minutes of the May 4, 2023, ATAX Board Meeting. Mr. Von Neida seconded the motion, which was approved unanimously.

**New Business**

**ATAX Fund Balance Report**

There was general discussion from committee members regarding encumbered and unencumbered funds. Mr. Aakhus reviewed the cash summary report and gave clarification on both. Mr. Von Neida asked for a comparison between this year's fund balances and last year. There being no other questions or corrections noted for the ATAX Fund Balance Report, Mr. Hobson moved to accept the ATAX Fund Balance Report as presented at this meeting. Mr. Von Neida seconded the motion, which was approved unanimously.

**ATAX Project Balance Report**

There were general questions about the Projected Balance report and whether YTD anticipated funds were included. Mr. Aakhus noted the anticipated funds were added in at the time the agenda was prepared and, as of the meeting date, the funds have been received. There being no other questions or corrections noted for the ATAX Project Balance Report. Mr. Kizer moved to accept the ATAX Project Balance Report as presented at this meeting. Mr. Von Neida seconded the motion, which was approved unanimously.

## ATAX Applications

The following applications were received and discussed by the ATAX Board:

### SC Lowcountry Tourism Commission/Marketing and Promotions

- Peach Morrison presented an ATAX application in the amount of \$42,000 for the marketing of Edisto Beach, one of the primary destinations of the Lowcountry region. The Commission would use the requested amount for 100% Destination Advertising and Promotion for the period July 1, 2023, through June 30, 2024.
- The SC Lowcountry Tourism Commission works with the Edisto Chamber of Commerce, and they attempt to complement each organization's marketing efforts.
- Mr. Hobson asked about dollars specifically spent toward Edisto Beach marketing and what sets us apart from the Lowcountry as a whole. Ms. Morrison noted that the brochures and websites feature Edisto Beach and list our accommodations. There are links within the sites that take you directly to the Edisto Beach information. Mr. Hobson's concern was that Edisto Beach was one of many destinations listed. Mr. Von Neida agreed and noted Edisto Beach should be featured.
- Mr. Von Neida asked how businesses obtain the guidebooks. Ms. Morrison stated they are shared with whomever asks for them.
- Mr. Kizer commented that the SC Lowcountry Tourism video presented well and asked about putting a link to it on the Town's website. Mr. Aakhus stated this could be done.
- Following further discussion from the Board, Mr. Hobson made a motion to approve \$25,000 of the amount requested. The motion died due to lack of a second.
- Following the discussion on the appropriate amount of funds Mr. Kizer made a motion to approve \$18,000 of the funds requested. Mr. Hobson seconded the motion, which was approved unanimously.

### The Town of Edisto Beach Fire Department/Radio Replacement Project

- Mr. Aakhus shared with the Board the request of \$31,587.92 for the purchase of new radios. The total amount of the project is \$90,587.92. The Fire Department is requesting \$31,587.92 and the difference of \$59,000 will be funded from the depreciation account. Eighteen radios were purchased in 2012 and they are showing signs of wear and tear and will be obsolete in 2025. The price of radios has increased exponentially over the past few years, which is the reason for the shortfall.
- Mr. Hobson noted his opposition to ATAX funding for Fire Department equipment, which he believes does not fit the intent of ATAX funding, and does not generate additional ATAX funds as events, marketing, etc. generates.
- Mr. Aakhus noted that while this would not generate income, it is important that our visitors and residents have a sense of safety, and these radios would allow continued communication during emergency and non-emergency situations. Additionally, the majority of the emergency calls the EBFD respond to are basic medical aid and public service calls. These calls are greatly enhanced by proper and accurate radio communications.
- Mr. Kizer asked the number of employees and if there was a need for the number of radios requested. Mr. Aakhus noted some personnel will carry multiple radios to be able to respond to different calls.

- Mr. Jackson stated his support of this request and made a motion to approve the request in the full amount of \$31,587.92. Mr. Von Neida seconded this motion.
  - Yeas: Ms. Hurley, Mr. Von Neida, Ms. Blancett, Mr. Kizer, and Mr. Jackson
  - Nays: Mr. Hobson
  - Motion Approved

Ocean Ridge Master Property Owners Association/Outfall Pipe Project

- On behalf of Ocean Ridge Master Property Owners Association, Mr. Bert Koon requested \$69,225 for the Yacht Club Outfall/Pipe Project. He states the repairs will alleviate flooding which has a significant impact on the golf course and rentals within Wyndam/Ocean Ridge. The damaged pipe under the road causes flooding on the golf course and within the resort.
- Mr. Hobson asked why a flat fee wasn't imposed on residents or use existing funds. Mr. Koon stated this issue affects the entire town and not just the property owners in Wyndam and Ocean Ridge and the cost should be shared.
- Mr. Hobson asked if the requested amount of \$69,225 will replace the pipe and why it would not fall under the responsibility of the Department of Transportation. Mr. Koon replied it would repair the existing pipe and the DOT will not replace the pipe unless the MPOA removes the riser.
- Mr. Kizer asked if ATAX did not approve the funding, would it delay the project. Mr. Koon commented that it would not.
- Following discussion, Mr. Kizer made a motion to approve \$10,000 of the requested amount. Ms. Hurley seconded the motion, which was approved unanimously.

Approval of 2024 Meeting and Application Deadline Schedule

- Mr. Jackson asked if it would be possible to change the time of the meeting to later in the afternoon during the school season.
- Mr. Jackson made a motion to change the time of the 2024 proposed meeting dates to 3:00 p.m. Mr. Hobson seconded the motion, which was approved unanimously.

**Adjournment**

There being no further business to discuss, Mr. Von Neida made a motion to adjourn the meeting. Chair Hurley seconded the motion, which was approved unanimously.

**APPROVED BY THE ATAX BOARD**



Donna Iskra, Municipal Clerk  
February 1, 2024