

TOWN OF EDISTO BEACH
ACCOMODATIONS TAX ADVISORY BOARD MEETING
April 30, 2026
3:00 p.m.

Minutes

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

Present

Mike Hobson, Chair; Marie Bost, Vice Chair; Judy Blancett; Emma Hart (via teleconference); Richard Howse, Members

Quorum of Board Present

Absent

Tommy Sandel (Excused)

Staff Present

Assistant Town Administrator Dee Stalvey, Police Chief Daniel Seyle, Special Projects Coordinator Phyllis McElveen, Municipal Clerk Donna Rizer

Call to Order

Mr. Hobson called the meeting to order at 3:01 p.m.

Approval of Minutes

Ms. Hart made a motion to approve the minutes of the February 5, 2026, Accommodations Tax (ATAX) Advisory Board meeting. Ms. Bost seconded the motion, which was approved unanimously.

New Business

ATAX Financials

Ms. Stalvey presented the ATAX Cash Summary Report and the ATAX Project Status Reports for Fiscal Year 2026 through March 31, 2026. Ms. Stalvey noted the Ocean Ridge Master Property Owners Association (ORMPOA) drainage project reflected as open in the report has subsequently been settled. Mr. Hobson noted that revenue potentially subject to return to the state totaled \$(323,832), indicating no repayment is anticipated.

Ms. Hart made a motion to accept the ATAX financials as presented. The motion was seconded by Ms. Bost and approved unanimously.

ATAX Applications

The board reviewed and considered the following ATAX funding applications individually:

Town of Edisto Beach: Life Rings

Police Chief Daniel Seyle presented the application requesting funding for 20 life rings and accompanying cabinets, to be installed at 20 beach access points in the Town. These were selected to be consistent with those used at the state park for uniformity. This will serve as phase one of the program, with the potential to request an additional 20 units next year. The 24-inch life rings are intended to enhance public safety by providing readily accessible emergency equipment, helping maintain a safe, visitor-ready beach environment that supports tourism activity.

A committee member inquired about the disposition of the existing life rings and suggested they be considered for donation.

Mr. Hobson made a motion to approve ATAX funding in the amount of \$14,105.60 for the life rings and life ring cabinets. The motion was seconded by Mr. Howse and approved unanimously.

Edisto Chamber of Commerce: Edisto Tourism Data and Visitor Experience Research Initiative

Executive Director Chelsea Harrison presented the application requesting ATAX funding to support tourism data and visitor experience research initiatives. The proposal includes two components: a mobility and economic impact data platform (Placer.ai) and a visitor profile and experience survey conducted by Gray Research Solutions. Ms. Harrison noted the project is a tourism-related investment that will provide data-driven insights to better understand visitor behavior, inform strategic decision-making, and enhance the overall visitor experience.

The Chamber proposed a 50/50 cost-sharing arrangement for the project, requesting \$25,450 in ATAX funding. The Chamber's matching share of \$25,450 includes Placer.ai services (\$6,300 annually for Years 1 and 2) and a visitor profile and experience study (\$12,850), for a total project cost of \$50,900.

Special Projects Coordinator Phyllis McElveen noted the platform provided valuable insights at the October 2025 BBQ Festival, including attendance numbers and visitor origin data. She also highlighted potential emergency management applications, such as using the data during storm events to better understand local population presence and evacuation patterns.

Police Chief Seyle reported an increase in day visitors to the Town beach. He noted that tracking this trend over time could help improve planning efforts related to infrastructure, staffing, and resource allocation.

Following discussion, Ms. Hart made a motion to approve ATAX funding in the amount of \$25,450 for the Edisto Tourism Data and Visitor Experience Research Initiative. The motion was seconded by Mr. Hobson. The motion carried.

- Yeas: Ms. Blancett, Ms. Hart, Mr. Hobson
- Nays: Ms. Bost, Mr. Howse

Town of Edisto Beach: Location Intelligence and Foot Traffic Data Software

Assistant Town Administrator Dee Stalvey presented the application requesting ATAX funding for location intelligence and foot traffic data software. The Edisto Chamber of Commerce requested ATAX funding for a tourism data and visitor experience initiative. The Town, in partnership with the

Chamber, is requesting \$9,000 to secure shared access to Placer.ai and utilize visitor insights and mobility data to support grant applications and other funding opportunities.

Mr. Hobson made a motion to approve ATAX funding in the amount of \$9,000 for an additional Placer.ai license. The motion was seconded by Ms. Hart. The motion carried.

- Yeas: Ms. Blancett, Ms. Hart, Mr. Hobson
- Nays: Ms. Bost
- Abstentions: Mr. Howse

Animal Lovers of Edisto (ALOE): Paddle for Pups

ALOE Board Members Lisa Harrell and Sherry Shipes presented the application for ATAX funding consideration for Paddle for Pups, a fundraising event supporting organizational expenses including veterinary care, food, and shelter supplies. The festival will feature arts and crafts vendors, food vendors, live musicians, dog contests, and a kayaking and stand-up paddleboarding (SUP) parade. Ms. Shipes noted, while the event serves as a fundraising effort, the ATAX request is intended to help attract additional SUP users and kayakers to the Town.

Ms. Bost made a motion to approve ATAX funding in the amount of \$5,000 for the ALOE Paddle for Pups event. The motion was seconded by Ms. Blancett and approved unanimously.

Edisto Art Guild: 2026 Arts in the Park

Edisto Art Guild Board President Lisa Harrell presented the application for Arts in the Park – 2026 Summer Concert Series for consideration. Arts in the Park is a series of free music concert events, with one concert to be held in May, June, July, and August. The Arts in the Park Chair, Sherry Shipes, was also present and shared additional details and a promotional flyer about the series. Ms. Harrell noted the Arts in the Park series was founded by Edisto Art Guild member, play director, and mentor Cheryl Van Metre and is being continued in her honor following her passing this year.

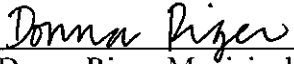
Ms. Hart made a motion to approve ATAX funding in the amount of \$5,500 for the Arts in the Park – 2026 Summer Concert Series. The motion was seconded by Ms. Bost and approved unanimously.

Adjournment

There being no further business to discuss, Mr. Hobson made a motion to adjourn the meeting. Ms. Bost seconded the motion, which was approved unanimously.

The meeting was adjourned at 3:56 p.m.

APPROVED BY ATAX BOARD



Donna Rizer, Municipal Clerk
August 6, 2026