

Special ATAX Board Meeting  
June 3, 2014

**TOWN OF EDISTO BEACH  
SPECIAL ACCOMMODATIONS TAX ADVISORY BOARD  
MINUTES  
June 3, 2014  
4:00 p.m.**

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

Present: Iddy Andrews, Chairperson, Molly Watkins, Charlie Vincent, Matthew Kizer and Walton Salley.

Absent: Jane Morrow, (excused), Lisa White (excused).

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

**Approval of Minutes:** Matthew Kizer moved to approve the Regular ATAX Board minutes from May 1, 2014 as written. Walton Salley seconded the motion, which passed unanimously.

**New Business:**

Response to TERC letter: Chairperson Andrews reminded the Board of her recent email to the Tourism Expenditure Review Committee and the response which stated that ATAX funds can be held for over the two year limit if the money will be used for beach renourishment. The information has been relayed to Town Council members.

Appreciation to Lisa White: Chairperson Andrews expressed her appreciation to Lisa White for her years of service on the ATAX Board. Mrs. White's second term expires on August 1, 2014 and is not eligible to serve another term.

ATAX Fund Balance: As of May 30, 2014, the Fund Balance is \$93,981.06. Charlie Vincent asked why there was still \$6,119.00 yet to be spent on the Police Department Digital Cameras. Chairperson Andrews said she did not know if it was part of the project that has yet to be implemented, but the Police Department is aware that the funds must be spent before the two-year time frame expires. Charlie Vincent moved to approve the ATAX fund balance, seconded by Matthew Kizer. The motion was approved unanimously.

ATAX Applications:

**Edisto Chamber of Commerce, The Edisto Beach Music & Shag Fest, \$5,500** – Dan Carter, Executive Director, presented the application on behalf of the Chamber of Commerce. The 5<sup>th</sup> Annual Edisto Beach Music & Shag Fest will be held August 29 – 30, 2014. Mr. Carter explained that most of the marketing and advertising funds were going to be spent outside of the Charleston market, including Myrtle Beach, Greenville and Charlotte. Matthew Kizer asked how far in advance the out-of-market advertising was

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done. Mr. Carter stated that the farther away the market, the earlier the advertising, thus allowing individuals to make accommodations arrangements. Chairperson Andrews commended Mr. Carter on the advertising reach and expansion. Chairperson Andrews asked if there was a limit to the number of people allowed in Bay Creek Park at one time. Mr. Carter did not know what the limit was. Chairperson Andrews asked what the daily admission would be. Darrin Moore, event sponsor, told the Board it would depend on the cost of the bands. There being no further discussion, Walton Salley moved to approve the request of \$5,500. Charlie Vincent seconded the motion, which was **approved unanimously**.

Adjournment:

Chairperson Andrews reminded the Board that the next ATAX meeting would be held on August 7, 2014 at 4:00 p.m. Matthew Kizer moved to adjourn the meeting. Charlie Vincent seconded the motion, which passed unanimously.

*The media/public was informed of the date, time and place of the meeting on Wednesday, May 28, 2014.*

APPROVED BY THE ATAX BOARD



Deborah Hargis, Municipal Clerk