



## ACCOMMODATIONS TAX ADVISORY COMMITTEE

11:00am, Wednesday, August 28, 2024  
1207 Palm Boulevard, Isle of Palms, SC

### MINUTES

1. **Call to order**

**Present:** Ray Burns, Margaret Miller, Rebecca Kovalich, Park Williams, Mike Boykin (via Zoom), Barb Bergwerf, Chrissy Lorenz

**Staff Present:** Administrator Fragoso, Director Hamilton, PR Officer Yudchenko

2. **Approval of previous meeting's minutes – May 15, 2024**

Ms. Lorenz made a motion to approve the minutes of the May 15, 2024 meeting, and Ms. Bergwerf seconded the motion. The motion passed unanimously.

3. **Financial Statements**

Director Hamilton shared the preliminary numbers for FY24, noting that the end of year fund balance was higher than projected. Revenues were 13% higher than budgeted.

She pointed out that monies paid to the CVB were 5% behind FY23.

The only monies received in FY25 to date have been in interest income. There have been approximately \$30,000 in expenses in July.

Director Hamilton asked for approval for the overages in FY24 including monies paid to the CVB, the transfer to the IOP Marina for the bond (\$321 overage), and costs associated with the Tourism Coordinator's position (\$3,150 overage). Administrator Fragoso said the overage for the Tourism Coordinator position is as a result of the wage & compensation increases approved by City Council.

**MOTION: Mr. Burns made a motion to approve the budget overages related to the CVB, the transfer to the IOP Marina bond fund, and the Tourism Coordinator's position. Mr. Williams seconded the motion. The motion passed unanimously.**

#### 4. **Old Business**

##### **Discussion with the College of Charleston’s Office of Tourism Analysis regarding development of questionnaire that could be made available to property managers and hotels on the island to distribute to visitors to gain insight into where visitors are coming from and what would drive them to return**

Mr. Chris Campbell introduced Dr. Daniel Guttentag and Melinda Patience from the College of Charleston’s Office of Tourism Analysis. Dr. Guttentag gave a brief summary of the work done by the OTA and their previous work with the CVB. He explained that their data does not separate out IOP, but he can look at numerous sources and pull out trends.

Committee members said they would like to know where visitors are coming from, how they heard about IOP, why they decided to visit IOP, what would it take for them to return, and in what areas could IOP improve. The Committee would like this information so they can better target their resources.

Mr. Campbell said the survey will be housed on the OTA site and will focus on vacation rentals as hotels already have a survey in place. The survey link will need to be sent out by the property managers to their guests. CVB and OTA will need the City’s help in promoting the use of the survey to the property managers. Dr. Guttentag suggested having conversations with the property managers to gauge their interest in participating and convince them of the value of the information that will be gleaned from the survey. Administrator Fragoso said that she and Mr. Burns could meet with the IOP Chamber of Commerce and the property managers.

Upon completion of a draft of the survey, Committee members will send their feedback to Administrator Fragoso who will compile it and send it to OTA.

#### 5. **New Business**

##### **A. Discussion and consideration of opening second round of funding for remaining budgeted funds in FY25 for tourism-related programs and sponsorships**

The Committee agreed to reopen the call for a second round of funding to distribute the remaining \$15,000 in sponsorships. If no one applies or less than \$15,000 is awarded, the monies can be rolled over into FY26. Administrator Fragoso said that she will open a second round of funding for a month and bring any applications to the Committee in October.

Mr. Boykin and Mr. Williams expressed the need for further understanding of the “levers the Committee can pull” and what City Council expects from the Committee. Administrator Fragoso referred Committee members to the State law regarding ATAX, but also suggested a possible retreat in the future.

##### **B. Discussion of Free T-shirt program and art competition for new design**

Administrator Fragoso said a contest to design the new artwork for the T-shirt program funded by ATAX funds is now open. The deadline for submissions is September 12. Entries will be

narrowed down to three options by a committee of residents and brought to the Committee for the final selection. The new shirts will be available starting in January.

**6. Miscellaneous Business**

The next meeting of the ATAX Committee will be Wednesday, September 25, 2025 at 11am.

**7. Adjournment**

Mr. Burns made a motion to adjourn, and Ms. Miller seconded the motion. The meeting was adjourned at 11:50am.

Respectfully submitted,

Nicole DeNeane  
City Clerk