

TOWN OF JAMES ISLAND
ACCOMMODATIONS TAX COMMITTEE
SUMMARY OF WEDNESDAY, NOVEMBER 13, 2024 MEETING

A meeting of the Town of James Island Accommodation Tax Committee was held on Wednesday, November 13, 2024 at 5:00 p.m. in the Council Chambers at the Town of James Island Town Hall. The following members of the Committee were present: Councilman Lewis Dodson, Committee Chair John Peters, Nick Skover, Joan Dromey, Paul Cantrell, Chase Barton, Lachlan McIntosh, and Charlie McManus. Town Officials and staff also present were Mayor Brook Lyon and Finance Director Becky Heath.

Chair John Peters called the meeting to order at 5:06 p.m.

The Committee members conducted a brief introduction of themselves.

The chair presented the minutes from the June 11, 2024, meeting, and proposed adding the position title to the signature line of the minutes and called for a motion. Mayor Lyon made the motion to amend the minutes to add Ms. Heath's position title to the signature line of the minutes. The motion was seconded by Ms. Dromey. The motion was approved unanimously with no discussion.

The Committee members discussed and asked questions about the application process, other organizations that would qualify to receive funds, the percentage of funding, and the allocation of accommodation tax funds.

Mr. Dodson informed the Committee that they would only be considering the allocation of the thirty percent (30%) funds initially. He further explained the process of receiving application, reviewing and hearing, in a public forum, and Councils final approval of fund distribution.

Ms. Heath discussed available funds and reporting requirements. Also, making the Committee aware of the previous recording of funds and that a line item has been added to the financial records specifically for Accommodation Tax funds for correct tracking and reporting.

Ms. Gina Ellis-Strother made a presentation on behalf of the Charleston County Parks and Recreation Commission (CCPRC) and how they would utilize funding received.

The Committee asked questions of Ms. Ellis-Strother. Ms. Dromey asked if there would be an option to link to the Town website from the CCPRC website within the marketing content created. Ms. Ellis-Strother confirmed the option to link and that their marketing team would work with the Town.

There was discussion amongst the members regarding who can apply and how application consideration will work.

Mr. McIntosh asked about the other speakers listed on the agenda (Charleston Chamber of Commerce, Charleston Visitors Bureau/Explore Charleston, and the Sea Island Chamber of Commerce). Mr. Dodson stated they were not able to attend but were invited.

Mr. McIntosh asked if the Committee could get data about where people are traveling from to this area to make sure funds are being used to target the appropriate audience. Councilman Dodson stated that he could obtain some data.

During the discussion, Mr. Cantrell mentioned the State Parks and Mr. Peters mentioned Reserve America, both as tourism advertising options.

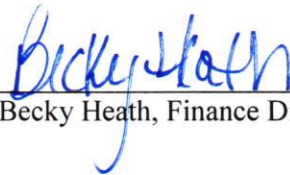
Ms. Heath was asked to check into feasibility and costs for a landing page off the Town website for tourism.

Further discussion led to the A Tax application packet review. Ms. Dromey made the motion to approve the application with edits submitted on June 14, 2024, email chain between the Committee members and give staff authorization to correct any spelling or grammatical errors. The motion was seconded by Mr. McIntosh. The motion was approved unanimously without discussion.

The Committee decided the next meeting will be held on January 8, 2025.

There being no further business, the Committee adjourned at 6:35 p.m.

Respectfully submitted,



Becky Heath, Finance Director