

STATE ACCOMODATION TAX COMMEETEE MEETING
Municipal Center Council Chambers
June 17, 2024, 3:30 PM

Minutes

I. Call to Order: *Chairman Farell called the meeting to order at 3:30 pm.*

II. Roll Call:

Present at Meeting: Luke Farell, *Chairman*
Don Semmler
Jodi Rush
Kelly Sach via Zoom
Roger Warren
Steven Ellis

Also Present: Stephanie Tillerson, Town Administrator
Dorota Szubert, Finance Director
Kourtney Jones, CVB
Tripp Hays, CVB
Chris Campbell, CVB
Catherine Dority, CVB
Chris Simpson, Blue Ion
Adam Olejarczk, Blue Ion

III. Approval of Minutes:

A. State Accommodation Tax Committee minutes of April 25, 2024.

Chairman Farell made a motion to approve the minutes of the State Accommodation Tax Committee meeting of April 25, 2024. The motion was seconded and unanimously approved.

IV. Old Business:

A. Charleston Visitors Bureau Budget

In response to the committee's request for more detailed budget allocations and increased transparency following the last meeting, representatives from the Charleston Visitors Bureau (CVB) provided a comprehensive overview of the proposed budget for fiscal year 2024-2025. The total budget of \$843,000 attributable to Kiawah Island is broken into four primary categories: advertising, marketing support and research, media efforts, group sales, and visitor services.

During the meeting, the CVB also addressed several key discussion points raised in the previous meeting. These included details of the CVB's overall marketing strategy, the research methods employed by Key Data, promotion efforts for the visitors' centers with the Island focusing on earned media, and the overhead percentage of the budget.

Committee Members engaged in a thorough discussion of these topics, which culminated in the unanimous approval of the budget and a recommendation to the Town Council for final approval.

V. New Business:

None.

VI. Citizens' Comments:

None

VII. Committee Member's Comments:

None

VIII. Adjournment:

Chairman Farell made a motion to adjourn the meeting. The motion was seconded and unanimously approved.

Submitted by,



Dorota Szubert

11/18/2024