

MINUTES
THURSDAY, MARCH 17, 2022
VIRTUAL ORGANIZATIONAL MEETING
3:30 P.M.

Colleton County Government
109 Benson Street
Walterboro, SC 29488

Present: Henry Hiott, Kisha Kinard, Steven Dorner, Jennie Smith, Gary Brightwell, and Kaela Brinson are in attendance.

Call to Order: Ex-officio Kaela Brinson called the meeting to Order.

Introduction of New Members

Mr. Dorner gave a brief introduction of himself and why he applied for a seat on the committee.

Ms. Smith also gave a brief introduction of herself and why she applied for a seat on the committee.

Approval of Minutes

A. Organizational Meeting March 17, 2022— Ms. Kinard moved to approve the minutes of the Regular Meeting held on March 17, 2022. The motion was seconded by Mr. Dorner and the motion carried unanimously.

New Business

A. Election of Vice Chairman

Chairman Hiott nominated Mr. Dorner as Vice Chairman of the ATAX Board, seconded by Kisha Kinard and approved 3-0.

B. Adoption of By Laws

Ms. Smith made a motion to adopt the by-laws as written. The motion was seconded by Mr. Dorner and the motion carried unanimously.

C. ATAX Applications

Ms. Brinson stated that we have not received any applications yet. I have reached out to several people and I believe the word is starting to spread. There was mention that people may think the City's atax funds are the same as the County's atax funds, and may not know that they can apply for ours. Our drop dead date to have the money allocated is June 30th so we really need to have applications reviewed before the June 1st time frame. These applications do have to go in front of Council for approval and that would be the last meeting before the deadline. It doesn't have to be

spent it just has to be allocated, and that figure is \$40,001.67 that needs to be allocated before June 30th.

Chairman Hiott stated that we did not have any applications the last time we spoke, so I reached out to David Smalls at the Artisans Center Matt Mardell at the Museum just to make them aware that we do have this money. We really don't want to lose the money we want to find something to spend it on. Both of them have assured me that they absolutely could find places to spend it. I know Matt just recently winded up the WHAM Festival, which was awesome. I really enjoyed the bands on Saturday night. I feel certain that they will submit an application. Also, if anyone knows any non-profit organizations that promotes tourism within the county then reach out to them to get them to apply too.

Ms. Kinard asked, "Are those Organizations that are based out of the city allowed to apply for the money from both city and county?"

Ms. Brinson stated that I feel pretty certain they are, because the requirement is for the event to bring money to the county regardless if the event is held within city limits. I also have spoken with the Edisto River Canoe and Kayak Trail Committee. They used to hold events years ago, and I am not sure that we will see them this round but we may see them next round.

Ms. Kinard asked, "Do you know if there is anything associated with the airport or the Tuskegee Airman portion of the airport that is nonprofit?"

Chairman Hiott stated that is a great question. Civil Rights tourism has become a great industry over recent years. There is a lot of interest in visiting those sites. If there is a nonprofit that we could help promote that would be great.

Ms. Kinard stated she believed there was around \$14,000 that we rolled over, so there is a little more money that we are looking at in total.

Ms. Brinson stated the \$40,000 is the deadline of June 30th. However, we do have the total amount of \$54,988.23 that can be allocated in total.

Chairman Hiott asked if there were any other questions or concerns about the atax funds.

No further discussion.

Old Business

A. 2022 Accommodations Tax Advisory Board Meeting Schedule

Chairman Hiott discussed the next meeting time. The set meeting time is the third Thursday of April at 3:30 p.m.

Ms. Brinson stated that the ultimate goal once we get everything figured out and moving forward with some applications, is to meet twice a year.

Ms. Brightwell joined the meeting at this time and stated that she had an inquiry via email that she would send out to everyone.

Chairman Hiott stated that until we get the money spent we should plan on meeting every month, and then drop down to quarterly or semiannually.

Ms. Brightwell asked, “Do we have any applications in the pipeline?”

Chairman Hiott stated that he has a couple of people interested, but have not submitted an application.

Mr. Dorner asked, “Just to clarify, can these individuals be from Hampton and Yemassee visiting the area. How are we defining that?”

Ms. Brightwell stated that we are trying to reach people over a 50 mile radius, Charleston, Beaufort, or Savannah, etc.

Ms. Brinson stated that the Bike Race is a good example of what we are able to spend the money on as people come from all over.

Ms. Brightwell stated that previously they have funded brochures for different entities that could be put in the welcome center.

No further discussion.

Adjournment

Chairman Henry Hiott moved to adjourn the meeting. Ms. Brightwell seconded the motion, which was carried unanimously.

This 21st day of April, 2022.

Kaela Brinson, Clerk to Council