



TOWN OF BLUFFTON

ACCOMMODATIONS TAX ADVISORY COMMITTEE MEETING

AGENDA

Wednesday, November 15, 2023, at 6:00 PM

Theodore D. Washington Municipal Building
Henry "Emmett" McCracken, Jr. Town Council Chambers
20 Bridge Street, Bluffton, SC 29910

This meeting can be viewed live on Beaufort County Channel, on Hargray Channel 9 and 113,
or on Spectrum Channel 1304.

1. Call to Order & Welcoming Remarks – Chairwoman Christy Pinski
2. Roll Call and Confirmation of Quorum
3. Adoption of Agenda
4. Election of Officer: Vice Chairperson
5. Adoption of Minutes:
 - a. ATAC Regular Meeting Minutes of August 15, 2023
 - b. ATAC Special Meeting Minutes of September 19, 2023
6. Financial Report – Natalie Majorkiewicz, Director of Finance
7. Old Business
 - a. Legal Opinion: ATAC's Responsibilities Regarding Local Accommodations Tax Usage – Chris Forster, Assistant Town Manager
8. New Business
 - a. Adoption of 2024 Application Due Date and Meeting Schedule
 - b. Review of Updated Staff Report Format and Applicant Scoring Sheet
 - c. Discussion Regarding Updates to Application Policies & Procedures

d. Grant Applicants' Presentations and Q&A:

- a. The New Bluffton Worship: Christmas Eve Under the Stars - \$23,110
- b. Gullah Traveling Theater, Inc.: Gullah Kinfolk Come to Bluffton - \$18,791
- c. May River Theatre, Inc.: Advertising & Royalty Funding for 2024 Season - \$39,801
- d. Farmers Market of Bluffton: 2024 Expenses - \$55,300
- e. HHI-Bluffton Chamber of Commerce: 2024 Official Bluffton Vacation Planner - \$45,000

9. Comments, Announcements and Other Business

10. Adjournment

Notes:

- Please be reminded that all advertising sponsored with Town of Bluffton ATAX dollars must incorporate the Bluffton Heart of the Lowcountry brand logo.
- Town Council will review recommendations at the Tuesday, December 12, 2023, 5:00 p.m. meeting.
- Next deadline for ATAX applications is by 12:00 p.m., noon, Tuesday, January 2, 2024, pending approval of schedule
- Next ATAC meeting date is Tuesday, February 20, 2024, pending approval of schedule

"FOIA Compliance – Public notification of this meeting has been published and posted in compliance with the Freedom of Information Act and the Town of Bluffton policies."

In accordance with the requirements of Title II of the Americans with Disabilities Act of 1990 ("ADA"), the Town of Bluffton will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs, or activities. The Town of Bluffton Council Chambers are ADA compatible. Auditory accommodations are available. Any person requiring further accommodation should contact the Town of Bluffton ADA Coordinator at 843.706.4500 or adacoordinator@townofbluffton.com as soon as possible but no later than 48 hours before the scheduled event.

**Please note that each member of the public may speak at one public comment session and a form must be filled out and given to the Town Clerk. Public comment is limited to 3 minutes per speaker.*

Executive Session – The public body may vote to go into executive session for any item identified for action on the agenda.