



## **TOWN OF BLUFFTON**

### **ACCOMMODATIONS TAX ADVISORY COMMITTEE MEETING**

### **AGENDA**

Tuesday, May 16, 2023, at 6:00 PM

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

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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 – Chairwoman Christy Pinski
2. Roll Call and Confirmation of Quorum
3. Adoption of Agenda
4. Adoption of Minutes:
  - a. ATAC Regular Meeting Minutes of February 21, 2023
  - b. ATAC Special Meeting Minutes of February 28, 2023
5. Financial Report – Natalie Majorkiewicz, CGFO, Assistant Director of Finance
6. Committee Approval and Recommendation to Town Council of the Hilton Head Island-Bluffton Chamber of Commerce's Bluffton Marketing Plan FY2023-2024 Budget as the Town's Designated Marketing Organization (DMO) - Ariana Pernice, Hilton Head Island-Bluffton Chamber of Commerce.
7. Applicant's Presentation and Request as follows:
  - a. **6:15 – 6:30: Society of Bluffton Artists:**  
Promoting the Arts in the Lowcountry and Beyond - \$15,000
  - b. **6:30 – 6:45: Hilton Head Symphony Orchestra:**  
2023 Bluffton Concerts - \$48,628
  - c. **6:45 – 7:00: Historic Bluffton Foundation:**  
Welcome Center at the Heyward House - \$150,000

- d. **7:00 – 7:15: MLK Observance Committee:**  
Bluffton 8<sup>th</sup> Annual Juneteenth Celebration - \$20,000
- e. **7:15 – 7:30: BlacQuity SC:**  
BlacQuity Oyster Roast - \$28,135

8. 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, June 13, 2023, 5:00 p.m. meeting.
- Next deadline for ATAX applications is by 12:00 p.m., noon, Friday, June 30, 2023
- Next ATAC meeting date is Tuesday, August 15, 2023

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*"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. Any person requiring further accommodation should contact the Town of Bluffton ADA Coordinator at 843.706.4500 or [adacoordinator@townofbluffton.com](mailto:adacoordinator@townofbluffton.com) as soon as possible but no later than 48 hours before the scheduled event.*