

Accommodation Tax Advisory Committee Meeting

Theodore D. Washington Municipal Building, Henry “Emmett” McCracken Jr. Council Chambers, 20
Bridge Street, Bluffton, SC

May 20, 2025

- I. This meeting can be viewed live on [BCTV](#), on Sparklight Channel 9 and 113 or on Spectrum Channel 1304.

II. CALL TO ORDER

Chair Parker called the meeting to order at 6:05 p.m.

III. ROLL CALL

PRESENT

Chairperson Christy Parker

Vice Chair Sam Britt

Ellen Shumaker

Jean Wilson

Michael Garibaldi

ABSENT

Nate Pringle

Scott Thrasher

IV. ADOPTION OF MINUTES

1. Meeting Minutes of February 18, 2025

Motion to approve minutes as drafted made by Wilson, Seconded by Shumaker.

Voting Yea: Chairperson Parker, Vice Chair Britt, Shumaker, Wilson, Garibaldi

V. PUBLIC COMMENT

VI. FINANCIAL REPORT

Natalie Majorkiewicz, Director of Finance, reported \$828,402 available for distribution. Revenue collections for the quarter ending March 31, 2025 are up 9.3% or \$14,757 over the same quarter in 2024. Six applications were received for consideration this quarter totaling \$426,085 in requests.

VII. OLD BUSINESS

VIII. NEW BUSINESS

1. Committee Approval and Recommendation to Town Council of the Hilton Head Island-Bluffton Chamber of Commerce's Bluffton Marketing Plan for the FY2025-2026 Budget as the Town's Designated Marketing Organization (DMO)

Ariana Pernice from HHI-Bluffton Chamber of Commerce presented the FY2025-2026 DMO Strategic Marketing Plan for Bluffton.

Motion to recommend the DMO Marketing Plan to Town Council as presented made by Vice Chair Britt, Seconded by Wilson.

Voting Yea: Chairperson Parker, Vice Chair Britt, Shumaker, Wilson, Garibaldi

2. Grant Application Q&A: Michael C. Riley High School Alumni Association - Project Face-Lift
No one present from the applicant organization to present to ATAC as required.
Motion to table request to a later date made by Garibaldi, Seconded by Vice Chair Britt.
Voting Yea: Chairperson Parker, Vice Chair Britt, Shumaker, Wilson, Garibaldi
3. Grant Application Q&A: Hilton Head Symphony Orchestra - 2025 Bluffton Concerts
Motion to recommend award of \$48,781 to Town Council made by Garibaldi, Seconded by Shumaker.
Voting Yea: Chairperson Parker, Vice Chair Britt, Shumaker, Wilson, Garibaldi
4. Grant Application Q&A: Historic Bluffton Foundation - FY2026 Heyward House Museum Operations
Motion to recommend award of \$50,000 to Town Council made by Wilson, Seconded by Vice Chair Britt.
Voting Yea: Chairperson Parker, Vice Chair Britt, Shumaker, Wilson, Garibaldi
5. Grant Application Q&A: Town of Bluffton - Sarah Riley Hooks Cottage Restoration
Motion to recommend award of \$257,304 to Town Council made by Shumaker, Seconded by Wilson.
Voting Yea: Chairperson Parker, Vice Chair Britt, Shumaker, Wilson, Garibaldi
6. Grant Application Q&A: BlacQuity SC - Roots & Rivers Festival 2025
Motion to recommend award of \$27,000 to Town Council made by Vice Chair Britt, Seconded by Garibaldi.
Voting Yea: Chairperson Parker, Vice Chair Britt, Shumaker, Wilson, Garibaldi
7. Grant Application Q&A: The Bluffton MLK Observance Committee - 10th Annual Bluffton Juneteenth Festival
Motion to recommend award of \$23,000 to Town Council made by Shumaker, Seconded by Vice Chair Britt.
Voting Yea: Chairperson Parker, Vice Chair Britt, Shumaker, Wilson, Garibaldi

IX. DISCUSSION

Committee and staff discussed the updates made to policy regarding eligible expenses, which were recommended at the last ATAC meeting and considered by Town Council during its March meeting. It was clarified that awards for operational expenses will be capped at 25% annually or at the documented annual percentage of tourist attendance, whichever is less, with the maximum annual amount not to exceed \$50,000. Costs related to advertising are included in this capped amount; personnel expenses, including salaries and wages, are not eligible expenses.

X. ADJOURNMENT

Motion to adjourn made by Garibaldi, Seconded by Chairperson Parker.
Voting Yea: Chairperson Parker, Vice Chair Britt, Shumaker, Wilson, Garibaldi
Meeting adjourned at 7:45 p.m.

XI. NOTES:

- Town Council will review recommendations at the TUESDAY, JUNE 10, 2025, 5:00 P.M. meeting
- Please be reminded that all advertising sponsored with Town of Bluffton ATAX dollars must incorporate the Bluffton Heart of the Lowcountry brand logo.
- All funds awarded must be committed within two (2) years of award.
- Next deadline for ATAX applications is by 5 P.M., MONDAY, JUNE 30, 2025.