



City of Hardeeville
State Accommodations Tax
Committee Meeting

Council Chambers
205 Main Street
Hardeeville, SC

MINUTES
OCTOBER 13, 2020
10:00 AM

Present: State Accommodations Tax Committee Chairperson Cindi Williams, Committee Members Janet Davoli, Peter Guarneiri and Linda Harrison, Accounts Payable Clerk Andrea Karas, Business License Coordinator Cynthia Oliver, Media Specialist Imelda Golden, Media Technician Shantez Herrington

Mayor Pro Tem Carolyn Kassel was in attendance

Invocation and Pledge of Allegiance

Committee Member Peter Guarneiri gave the invocation.

Call to Order

The meeting was called to order on Tuesday, October 13, 2020 at 10 AM by Chairperson Cindi Williams.

Presentation & Approval of Minutes from the January 14, 2020 State Accommodations Tax Committee Meeting

Committee Member Janet Davoli made a motion to approve the minutes of the January 14, 2020 meeting and Committee Member Linda Harrison seconded the motion. All voted unanimously.

State Accommodations Tax Funds Quarterly Report

Accounts Payable Clerk Andrea Karas stated the current bank balance was \$162,736. Ms. Karas further stated total cash receipts coming in of \$5388, total requested cash payouts of \$141,948, would leave a fund balance of \$26,177.

Applications Requesting Funds:

City of Hardeeville-Festival on Main 2021

Jennifer Combs, PRT Director, presented an application for the Festival on Main event operating cost in the amount of \$60,700. Committee Member Davoli asked when the event was scheduled. Ms. Combs responded October 15 & 16 of 2021. Committee Member Davoli made a motion to recommend funding this request to City Council and Committee Member Guarneiri seconded the motion. The motion passed unanimously.

Jasper County Chamber of Commerce-Hardeeville Visitors Center

Kendall Malphrus, Executive Director, presented an application for operating cost and a portion of

wages in the amount of \$34,048. Committee Member Davoli asked how many visitors were stopping by the Chamber on average each month. Ms. Malphrus responded around two (2) a day, plus it is hard to track since the office was closed for a while. Committee Member Guarneiri asked what the hours of operation are. Ms. Kendall responded Monday through Friday, 9am to 5pm closing every day from 12:30pm to 1:30 pm for lunch. Committee Member Davoli made a motion to recommend funding this request to City Council and Committee Member Guarneiri seconded the motion. The motion passed unanimously.

Jasper County Chamber of Commerce-Billboard Campaign

Kendall Malphrus presented an application in the amount of \$9,900. Ms. Malphrus stated the City of Hardeeville has chosen to cut back on the billboards, so we are down to six (6), paying for three (3). Committee Member Davoli asked if there was a new theme or redesign this year. Ms. Malphrus stated she follows the lead from the City and the City doesn't want to change the design but does want to change locations. Committee Member Guarneiri asked what the allocation was last year. Ms. Malphrus responded "\$20,000". Committee Member Davoli asked if the theme was going to stay the same in 2021. Ms. Malphrus stated that it will stay the same until the City says to change it. Committee Member Guarneiri made a motion to recommend funding this request to City Council and Committee Member Davoli seconded the motion. The motion passed unanimously.

Jasper County Chamber of Commerce-Digital Marketing Campaign

Kendall Malphrus presented an application in the amount of \$14,400. Ms. Malphrus stated they promote all Hardeeville events through digital marketing. Committee Member Guarneiri asked what tracking measures did the Chamber use. Ms. Malphrus responded Geofencing and honing in on key words and targeted areas. Chairperson Cindi Williams asked how many hits we would we get overnight stays if we are just concentrating on the Savannah market. Ms. Malphrus stated that we only get overnight stays if the events run late at night. Committee Member Guarneiri asked how the \$14,400 expenditures compare to last year. Ms. Malphrus replied it was the same as last year. Committee Member Davoli made a motion to recommend funding this request to City Council and Committee Member Guarneiri seconded the motion. The motion passed unanimously.

Jasper County Chamber of Commerce-City of Hardeeville Radio Campaign

Ms. Malphrus presented an application in the amount of \$14,400. Ms. Malphrus stated that the radio ads are running for the Screen on the Green-Hocus Pocus movie and radio ads have been very successful. Committee Member Davoli made a motion to recommend funding this request to City Council and Committee Member Harrison seconded the motion. The motion passed unanimously.

SC Low Country Tourism Commission-Advertising, Website Promotion, Printing & Distribution of the Lowcountry Visitors Guidebook and Attraction Brochures

Peach Morrison, Executive Director, presented an application in the amount of \$8,500. Ms. Morrison stated they oversee formal promotions for Beaufort, Colleton, Jasper and Hampton counties. Committee Member Guarneiri asked which Hardeeville hotels were contributing to the Star report and what will be the trend in the next 3, 6 and 9 months. Ms. Morrison replied that she doesn't get the report, so she is not sure who contributes. Committee Member Davoli asked if Ms. Morrison asked for the 40% reduction from other jurisdictions, as well. Ms. Morrison replied "Yes". Committee Member Davoli made a motion to recommend funding this request to City Council and Committee Member Guarneiri seconded the motion. The motion passed unanimously.

Consideration of the 2021 Accommodation Tax Committee Quarterly Meeting Schedule
Committee Member Davoli asked to have January 13 moved to January 12 in keeping with Tuesday meetings. No motion was taken.

Chairperson Cindi Williams acknowledged Peter Guarneiri as the newest member of the State Accommodations Tax Committee.

Adjournment

Chairperson Cindi Williams made a motion to adjourn the meeting. The meeting adjourned at 10:52 AM.