

**TOWN OF MOUNT PLEASANT, SOUTH CAROLINA
ACCOMMODATIONS TAX ADVISORY COMMITTEE**

Thursday, March 8, 2018

**Municipal Complex, Committee Meeting Room, 3rd Floor
100 Ann Edwards Lane
Mount Pleasant, SC 29464**

MINUTES

PRESENT: Su McManus-Frost, Chair; Jennifer Bagwell; Cheryl Craven, Laurie Bixler, Shannon Hartman and Rebecca Gosnell

ABSENT: Chad Shores

ALSO PRESENT: Tom O'Rourke, Council Liaison

STAFF PRESENT: Amy Livingston, Business & Tourism Manager, Haley Glover, Business & Marketing Assistant, and Rachel Wagner, Budget Manager

Ms. Bagwell called the meeting to order at 12:02 pm.

I. Public Comments

(Ms. Frost arrived at 12:03 p.m.)

II. Approval of Proposed FY 18/19 Budget to be forwarded to Budget Committee of Council

Ms. Livingston stated that Committee members were provided with the proposed ATAC budget. She stated that Ms. Rachel Wagner, Budget Manager, is also available if there are any questions. Ms. Livingston reviewed the budget information. She said for clarification, the Funding Contributions are the dollars that go into the Reserve for Project that Committee members vote on. She stated that the Committee has set aside a budget of \$200,000 for those particular grant projects, and the reason the Town came up with this is because over the last few years

the Committee was spending approximately \$160,000 and \$200,000 appeared to be a very reasonable cap.

Ms. Gosnell stated that the Committee sets a limit of \$25,000 and asked how this impacts the request for the 4th of July.

Ms. Livingston stated that the Committee typically sets a \$25,000 cap as a policy but it is not written into the bylaws or anywhere else. She said this has always been the policy for external-to-the Town events (meaning those not put on by the Town). She said under "Other Events," all the Town events are listed. She added that the Town has always considered the Patriots Point 4th of July a joint event that happens between the Town and Patriots Point and it is listed that way in the budget. She stated that staff's interpretation was that those were not limited to \$25,000; however, if the Committee so chooses to limit them to \$25,000 it is within the Committee's discretion to do so.

Ms. Wagner stated that whenever staff does "Other Requests" that are received through the Community Investment process, a separate Town grant process, they normally consider those types of services that the Town would have to provide if there was not an outside agency providing those for the Town. She said they considered this event, as well, since the Town does not host its own 4th of July fireworks event.

Ms. Gosnell stated that it is a partnership event.

Ms. Frost asked if the \$700,000 listed for the transfer at Waterfront Park is for maintenance.

Ms. Wagner stated that the Transfer Out is a CIP (Capital Improvement Project), for Phase II of the Memorial Waterfront Park, which will be a three-phase project. She stated that the Town has a Capital Fund which is where the expenditures for the Capital Projects reside. She said what the Town is attempting to do this year is locate all the funding that supports those projects into one capital fund.

Ms. Livingston stated that to clarify what is involved in the Memorial Waterfront Park's phase II, this is the phase that does include the

expansion of the pier, in addition to some other items; however, the pier expansion is the largest of the phase II projects.

Ms. Gosnell asked if the funds that are transferred out must be utilized within the funding cycle for ATAC.

Ms. Wagner stated that once they are transferred out of ATAC, it is removed from the amount that ATAC has available for spending and placed into the Capital Fund. She said if the project manager does not spend all of this money within that year, it would still remain inside the Capital Fund and roll forward to the next year as part of their budget.

Ms. Livingston stated that it must still meet the requirement of being spent within two years. She said when the Town manages those particular projects, Procurement steps in and when expenditures come through, they deduct out from the fund that is most sensitive. She stated that ATAC funds are not only restricted on their use, but also on their time. She stated that Procurement knows to deduct the funds from the most restrictive fund first to ensure that it is spent within the two-year timeframe. She stated that it is still held to the two years.

Ms. Frost stated that the items listed that were presented yesterday on the Town events, if this budget is approved under this item, will it be revisited.

Ms. Livingston stated that it would be up to the discretion of the Committee.

Ms. Gosnell asked if this agenda item could be moved to the end for a vote.

Ms. Bixler made a motion to move agenda Item II to the end of the Committee meeting; seconded by Ms. Bagwell. All present voted in favor.

III. FY 17/18 (January – June) Evaluation

A. Charleston Ocean Racing Association's 2018 Sperry Charleston Race Week

Ms. Livingston reminded Committee members that this funding will come out of the 2017/2018 budget and the remaining fund balance in this account is currently \$261,517. She stated that Committee members may wish to vote on this item, since it is from a different funding period; however, it is entirely up to the Committee.

Ms. Bixler moved to fund the Charleston Racing Association at \$15,000; seconded by Ms. Gosnell. All present voted in favor.

IV. FY 18/19 (July – December) Group Evaluation

A. USS Yorktown Foundation’s Fourth of July Blast

Mr. O’Rourke asked that once all the numbers are put in, how will the Committee determine what the funding will be.

Ms. Frost stated that a matrix was developed, and based on the various calculations, it will recommend a number to fund. She stated that it is at the discretion of the Committee to make adjustments to the recommended funding.

Ms. Livingston stated that the matrix is a guideline.

Ms. Gosnell stated that this request was for \$33,000 and the matrix recommended \$32,000.

Mr. O’Rourke stated that he believes consistency and policy is important, but also understands that this is a partnering arrangement. He said if the Committee granted the difference between their request and \$25,000 to the Town’s portion of funding, the Committee would not be exceeding the \$25,000 amount.

Ms. Livingston stated that part of the confusion is that she put the Yorktown in this section. She said that it is listed in the budget as an “other” event, which means it is listed as a Town event. She said that it has its own line item at \$33,000. She stated that the \$25,000 is typically provided as the cap on the grants opportunities, however, this is a hybrid situation where it is somewhat of a Town

event, but someone else is carrying it out on behalf of the Town. It is still budgeted like a Town event, however.

Mr. O'Rourke stated that it may be better for this item not to appear on this list. He stated that it is an important event. The committee agreed it should be treated as all Town events are treated.

Ms. Gosnell made a suggestion to provide the recommended funding of \$33,000 for the 4th of July celebration.

B. United Soccer Academy Mount Pleasant's Charleston Select Women's Shootout

Committee recommended \$1,000.

C. United Soccer Academy Mount Pleasant's Charleston Select Men's Shootout

Committee recommended \$1,000.

D. Mount Pleasant Community Arts Center Committee's Dine & Laugh

Ms. Frost stated that they requested \$25,000 and the matrix recommended just over \$6,000.

Ms. Gosnell stated that the scores, combined with the amount requested, suggests a number that does not reflect what the Committee would like to accomplish.

Ms. Livingston stated that one of the reasons the Committee goes through and adjusts is because if the applicant is hoping to receive a higher amount, they would simply inflate the request. She said this is the reason why the Committee reviews each application and adjusts each amount to ensure it is appropriate.

Ms. Frost stated that it is a new event and does not have a track record. She said that the entire amount will not be funded until this event has been established for quite some time. She suggested that

the Committee provide enough funding equal to marketing the event.

Ms. Gosnell stated that if the funds are restricted to marketing, but that they must stand on their own for ticket sales and sponsorship covering their production costs, then their budget as submitted was \$2,000 for the Post & Courier run, printing and brochures.

Ms. Bagwell stated that if you remove the catering, the amount will be \$3,500.

Ms. Frost reiterated that there is brochure printing, newspaper advertising and other promotional items. She said this budget is \$9,545.

Ms. Bagwell stated that catering is listed as one of the items in the \$9,545 so if that was removed, it would be approximately \$3,500.

Ms. Bixler said if they are asking for \$25,000, and the ATAC allocates much less, she is questioning whether the project can even get off the ground at all. She asked if the project does not move forward, what happens to the funding that is provided by ATAC.

Ms. Livingston stated that the checks for this funding cycle would go out after July 1st, and as per the bylaws, if they do not perform within their particular funding period, then they are required to return the funds. She said by July, the applicant may know ahead of time, whether to accept the funds or not.

Ms. Frost stated that if the performances are set up, and there is the intent to do the performances, and funding is put into the advertising, and it does not happen, the attempt was made. She said there are no guarantees to any event; however, as long as there is intent.

Ms. Livingston stated that the bylaws do require that if an event is not held, the applicant must legally reimburse the Town.

Ms. Frost stated that in previous discussions, funding has been provided to an established event, but part of this Committee's duties is to attract new events and help them launch.

Ms. Livingston stated that there is no set standard because every event is different.

Ms. Frost stated that previously, there was a Children's Theatre, and they put on two to three performances and ATAC provided \$5,000 in funding. She said ATAC also used to fund the Crab Pot Theatre's plays at \$3,000 to \$5,000.

Ms. Gosnell stated that the number of people this event is attempting to bring in is 1,200 people, if the event sells out.

Ms. Bagwell suggested funding this event at \$3,500.

Ms. Gosnell stated that she still has concerns about the Dine and Laugh, and based on their budget, she does not know how they will be able to execute anything without substantial funds.

Mr. O'Rourke stated that he does not believe this will be able to happen unless ATAC provides them with their requested amount.

Ms. Gosnell asked if this Committee would be good stewards of the money if they provide funding to an event that they do not believe can be executed.

Ms. Livingston stated that she knows the Committee would like to treat everyone fairly. She said a suggestion would be to call a special meeting to revisit this item later on and then make a more informed decision if they have gotten further along.

Ms. Frost stated that the Committee wants people to do new events.

Ms. Hartman stated that the Town has a cultural component, and she is in favor of the idea of performing arts and bringing theatre into Mount Pleasant, but does not know if this concept is the way for it to be effectively launched. She stated that she believes Ms. Moreto is very knowledgeable and was impressed with her

experience, what she has accomplished and what she would like to do for Mount Pleasant. She is just not certain that this venue or concept, where there is a buffet meal without libations at a school, is how a performing arts or arts center is launched. She said that she is torn because part of her wants to support the performing arts.

Ms. Bixler stated that there are a number of theatre companies in downtown Charleston and asked if the funding could be better served to entice one of the established companies to come East of the Cooper instead of starting from the ground up.

Ms. Frost said her question was whether they have done any type of study because the Town has gone through thirty years of various companies, some with buildings, some not, performing at restaurants and it has never taken off.

Ms. Bagwell made a suggestion not to fund this event and to provide Ms. Moreto with the feedback from the Committee and have her come back through in another year.

Ms. Livingston stated she could also come back in October if they had a different date.

Ms. Frost stated that she would like to provide them with funding to do a study to see what the best way would be to bring theatre to Mount Pleasant, because people do love theatre. What is the best type of theatre, age groups of attendees, etc. She felt that this should be funded instead. She said that the Village Playhouse wanted ATAC to fund a feasibility study. She said they were in Mount Pleasant for a number of years but ended up moving downtown.

Mr. O'Rourke stated that it comes down to available facilities, which is why he asked Ms. Moreto where the plays would be held. He said it is difficult to go to a school cafeteria for a night out at the theatre. He said that experts make decisions based on what they know and would like to see CAP become something that is viable.

He wishes the Town could put as much arts decisions in that partnership as possible, and make arts people make these arts decisions. He asked why the Town and residents do not think it is important to have a theatre. He said he does not know if this is ATAC's role to determine this but should have their feedback come back to someone in the Town that is able to address this.

Ms. Frost stated that there is the Darby Building which was originally set up to be an arts center. She said there is space upstairs, but it is shared, so if you have a play scheduled, you are not able to practice due to other activities. She said if the Town would like to be involved in the arts, why can't they build a theatre or multi-use facility. She said the Town has built a Visitors Center, a Recreation Center and other facilities.

Ms. Gosnell stated that \$900,000 that was not spent is going towards a capital project, \$700,000 is going toward the Memorial Waterfront Park. She said when the will and design are there, it will happen, but the question in front of ATAC now is whether the \$3,500 will help this particular group produce a viable theatre production. She said in her opinion, it will not.

Mr. Livingston stated that one of the things that was reviewed last year was trying to figure out a way to bring CAP into some of these decisions. She said they originally thought it would be ideal to provide CAP with a specified amount of money and have them distribute it, but it is not legal to regrant. She said ATAC has been trying to figure out how to get CAP involved. She suggested that anything coming to ATAC that is marked "cultural" be required to go to CAP prior to coming to ATAC, and then ask for a recommendation from them.

Ms. Gosnell stated that she does not believe there is any expertise that would change the decision-making that is transpiring at this level. She thinks what CAP is hoping for is an investment from the Town to make things happen. She said CAP has plans, but inadequate funding and infrastructure.

Ms. Frost stated that Ms. Moreto appears to be willing to give her time and expertise and is passionate about this and asked how this can be brought to the Town in a positive way.

Ms. Gosnell stated that what is being discussed is an amphitheater-type performance space in a public venue that would allow all the theatre groups to come and perform, as well as all the symphony groups, and the special events that do not want the cost of a stage and power, to come and perform. She said this is what the Town needs.

Mr. O'Rourke said that the name of the organization is the Mount Pleasant Community Arts Center and their charter exists to build a community arts center. He does not know if this gets them anywhere closer; however, he feels they should be dealing with philanthropy and someone to come up with the funding through this non-profit or another to get the funding for the community arts center. He believes their thought was, if they can get people to come out to the theatre, it may help; however, it may hurt them.

Ms. Frost stated that perhaps after thirty years, the Town does need to consider building a full arts or theater center.

Mr. O'Rourke stated that there is a proposal to the Town to donate funding to the new Lucy Beckham High School and have a total separate entrance that the community can use as a real venue. He said he is in favor of this if the Town is able to secure a signed agreement, so the school district is not able to renege. He does not feel confident that all of Council will vote in favor because the school district has not had a great track record with shared use. He stated that if the Town is able to obtain a legal document that allows for shared use, this would be a great first step, because a Community Arts Center is anywhere from \$5 million to \$10 million dollars, and this shared use with the school would be \$400,000, which is a great first step. He said that he will not vote for this if the agreement is not right.

Ms. Frost inquired if the theatre would be limited on what you are able to drink and eat, it is similar to Wando High School, where the Town contributed \$500,000 or more and the Town was supposed to have a shared use.

Mr. O'Rourke stated that it was \$600,000 that the Town contributed, and there was never an agreement. He was advised that the \$600,000 was a gift. He does not want the funding for the Lucy Beckham High School to simply be a gift but shared, joint-use agreement.

Ms. Bixler stated that she would like to go back to the Mount Pleasant Community Arts Center budget. She said listed under projected expenditures, the space rental is \$36,000 and asked if this group plans to pay Laing Middle School \$36,000.

Ms. Livingston stated that she does not believe they have decided on where to have the performances at this time.

Ms. Hartman stated that for six performances, it equates to \$6,000 per performance in facility rental.

Ms. Bixler stated that the numbers do not seem right, just as she believes it is going to be difficult to sell tickets for \$40 per person.

Ms. Frost asked if anyone is willing to sit down with Ms. Moreto and have a conversation about all the discussions the Committee is having.

Mr. O'Rourke stated that he would be happy to talk to Ms. Moreto. He said that he has had discussions with her regarding the Lucy Beckham High School facility.

Ms. Frost stated that it would be helpful to let her know where this Committee is coming from and that we would like for this to succeed. She stated that we do not want to alienate this group because Ms. Moreto has a great deal of time and passion for the arts, which is a good thing.

Ms. Livingston stated that the last suggestion she recalled was to zero the amount out and asked what the Committee wishes to do.

Ms. Gosnell stated that she suggests zeroing the amount out, with a follow up conversation led by Mr. O'Rourke.

Committee members agreed.

Mr. O'Rourke stated that he does not believe she will be able to do anything with a \$3,500 investment. He asked if this item could be tabled, and he will attempt to have discussions with Ms. Moreto prior to going to Town Council with a recommendation. He said that he would like to discuss with her the goal of her non-profit, which is really to build a Performing Arts Center.

Ms. Livingston stated that what happens from here is these recommendations are forwarded to full Council. She said because this goes for the next year, it goes to the Budget Committee and Council has the ability to modify any of these numbers should they desire to do so. She said if it is the desire of the Committee, the amount could be zeroed out, and based on Mr. O'Rourke's conversation with Ms. Moreto, with the help of other Council members, could change that number to another amount.

Mr. O'Rourke stated that there are a panel of individuals here on ATAC that are intelligent and work hard, and if Council members start changing the recommendations made by this Committee, that would not be desirable.

Ms. Livingston added that it would also be a red flag to TERC. She is not aware of another way to table this item, except to zero it out. She said there is another ATAC meeting in October and a special meeting can be called any time that the Committee desires to address this.

Mr. O'Rourke asked if this item could be left in and zero it out later.

Ms. Livingston responded in the negative and said that they must have a vote on funding.

Ms. Frost asked if ATAC could note that they are not willing to fund the event but would consider funding some research on what the best way to proceed would be.

Ms. Gosnell asked to add that ATAC would also be willing to hold a special meeting ahead of October if the request could be put together.

Ms. Frost stated that if this Committee zeroes it out, then they get nothing; however, the Committee is also not going to fund \$25,000. However, a notation indicating that ATAC is in favor of what Ms. Moreto is doing, but that the applicant needs assistance and how can ATAC help.

Ms. Bagwell asked if agreed-upon funding could be granted, but direct it to a source, such as a study.

Ms. Gosnell stated that the applicant would have to request it.

Mr. O'Rourke stated that the applicant would not do the study or even manage the study. He stated that if ATAC would like to do this for their information, the Committee would manage the study. He stated that he would not provide funding to the applicant to commission a study. He stated that this could be another line item on the matrix, if this is something the Committee would like to do, but would separate a study from their request for a Dine and Laugh.

Ms. Gosnell stated that she believes Ms. Moreto's group has done a study. She stated that they reached out to the CAP Commission to fund a study two years ago and then went to the Town for this request.

Ms. Livingston stated that she is not sure if this request was ever funded. She stated that she would need to review the files.

Ms. Bixler asked if the theatre companies downtown are funded by the City of Charleston.

Mr. O'Rourke stated that they are not. He added that he was previously the Chairman of the Footlight Players Theatre Board. He added that the study would be a great idea because ATAC will have this information. He stated that theatre is a difficult business.

Ms. Frost stated that knowing this information for any future theatre companies would be helpful, as the Town has seen several theatre companies that have tried to be successful. She stated that as the population increases, the study would show if there is an interest in theatre, what type and price point.

Mr. O'Rourke said he believes that if there was an actual real theatre, that this group would have a chance; however, the Town does not have one.

Ms. Bixler agrees with a zero amount and does not believe it is the proper use of funding.

Committee members agreed.

E. The Bands of Wando High School Boosters Lowcountry Invitational Marching Festival

Ms. Frost stated that \$5,000 was requested and the matrix indicates \$2,800.

Ms. Gosnell stated that what is different this time is that they are back in Mount Pleasant which will likely have a significant economic impact. She stated that all those that attend band events come back as tourists, and because they are now back in Mount Pleasant, she would like to suggest at least \$4,000 if not the entire \$5,000 be awarded.

Ms. Bagwell stated that her only concern is that they do not stay.

Ms. Livingston stated that in her recent meeting with Mr. Riggs, they did discuss the previous TERC report, and he mentioned two events that he had concerns with; this being one of them. He was very concerned about the amount of money that was provided per room night. He has concerns how this supports tourism. She said

whatever the Committee decides will need to be justified moving forward.

Ms. Hartman stated that with the new Carolina Park stadium, there is far more seating, as well as handicap seating. This will allow more grandparents and extended family who were previously restricted, now to be able to attend the event. She does not know if it will have a significant impact in room night dollars but believes it will increase with the new facility.

Ms. Gosnell asked about the 6,000 people who will also dine out in the Town's restaurants.

Mr. O'Rourke said that he was previously the Chairman for the Wando High School Boosters Club and recruited for this event. He said that everyone does come; however, the bands play for such a short time, after which families go out and eat at the local restaurants. He said they come back in the evening to hear the best bands play; therefore, they are here all day. He said there is an opportunity for the restaurant calculations to be higher for this event.

Ms. Gosnell said that she is still going to recommend \$4,000.

Ms. Frost said she would ask them for this year to do some type of survey.

Mr. O'Rourke stated that he would like to ask the Boosters to have something in the magazine for this event, that promotes all the restaurants in Mount Pleasant or a formal letter that can be sent to the Band Booster Clubs to say, "when you come to Mount Pleasant, here are your options for dining".

Ms. Hartman stated that they can also reach out to hotels for discounts, and they could track room nights that way.

Ms. Frost stated that they can also do what other events do and have the College of Charleston come and do a survey.

Ms. Livingston stated that it will be costly.

Ms. Wagner stated that they have also applied to other opportunities that the Town provides. They also have an application in the Community Investment Program and there has also been some work done with Tracey and Nicole in Recreation for proceeds as well from the Blessing of the Fleet.

Ms. Gosnell stated that they have I-Heart radio ads, Post and Courier ads, Moultrie News ads, State paper ads.

Ms. Frost stated that she is agreeable to the \$4,000 however, suggests having someone do an informal survey to provide some data.

Mr. O'Rourke stated that he would like to have a discussion with Mr. Riggs because events must also have a certain number of police officers and the event must pay for these police officers.

Ms. Gosnell stated that what is needed is a survey to capture room night data and dining habits.

F. Southcoast Symphony Orchestra's Marketing of Fall

Ms. Gosnell stated that they are requesting \$6,000 and the matrix suggests \$5,000. She said this is for the fall concerts and they will likely apply for the spring cycle as well.

Ms. Hartman suggested \$5,000.

G. The Scottish Society of Charleston's 47th Scottish Games and Highland Gathering

Ms. Frost stated that their request was for \$10,000 and the matrix suggested \$10,000. She said that this should be funded at the \$10,000 request.

H. Town of Mount Pleasant's Culture, Arts & Pride Commission's Community Art Projects

Ms. Gosnell asked if it is the tendency of the Committee to fully fund the Town's projects as submitted. She asked if the Committee should go through the matrix process.

Mr. O'Rourke asked if a recommendation can be made to include this project into the Town's projects.

Ms. Livingston stated that currently, it would come out of the \$200,000. She stated that because this was new, it did not have a specific account to draw from. She said if it is the Committee's desire and ultimately Council's will, if it were to continue, then it would be put in the budget as such.

Ms. Hartman asked if the Committee could move to fully fund this and not vote on each individual line item.

Ms. Frost stated that for this one individual project, because it is a Town project, to have it become part of the Town events in the future.

Committee members agreed.

Ms. Bixler made a motion to move this item into the Town's projects in the future; seconded by Ms. Hartman. All present voted in favor.

Ms. Livingston stated that if the Committee would be in favor of funding all the Town events at the full amount, staff will reflect the full scores on these items. She stated that the Town events are listed as a group.

- I. Town of Mount Pleasant's 2018 Children's Day Festival**
- J. Town of Mount Pleasant's 2018 Christmas Light Parade**
- K. Town of Mount Pleasant's 2019 ArtFest**

Ms. Bixler stated that she would like to discuss item K, ArtFest. She stated that she was disheartened that Towne Centre was not matching or putting in more, because all the stores benefit from this event.

Ms. Bagwell stated that the Towne Centre also contributed to security and marketing.

Ms. Gosnell stated that she previously did the marketing at Towne Centre and said that there is a cash match to the Town, but the

predominance of support comes in the form of all the advertising. She stated that they do substantial advertising, utilizing their own advertising budget to promote this. She stated that when she was there, they were spending approximately \$10,000 on promoting the event.

Ms. Livingston stated that there is a column for feedback in the matrix and when the funding letters go out, these comments could be provided, if the Committee wishes. She stated that Ms. Nicole Harvey indicated that the Towne Centre foot traffic is also a benefit for the ArtFest.

Ms. Frost provided a brief history of the start of ArtFest, which initially had very low attendance. She said the Town partnered with Towne Centre because it provided an instant audience, which this event was not getting.

Mr. O'Rourke asked if this event should fall under the CAP (Culture, Arts & Pride) Commission.

Ms. Gosnell does not feel it differs from any of the other Town events. She added that it has an arts focus, but it is an event. She stated that CAP is going to emerge as a public art effort versus an event entity.

Mr. O'Rourke stated that it is good to have one organization coordinating the efforts of all arts and if the Town is able to support that area, he believes it helps the entire effort.

Ms. Livingston stated that all the funding can be approved as part of the budget, which the Committee has typically done. She stated that they have required staff to provide the application, because at the end of this process, staff must submit a final report to the Tourism Expenditure Review Committee (TERC), and part of where they obtain this information is from the application. She said they do want to provide more information to this Committee because they must approve the budget. She stated that staff provided this

information; however, in the past have not graded out each individual project.

Ms. Frost stated that it is good to see the information.

Ms. Livingston stated that the Committee does not need to grade it in the same way, because it is not a grant. She stated that the traditional Town events that have been approved is not the Town granting the Town funding.

Ms. Gosnell asked if there was a motion to approve all the Town events as submitted.

L. Town of Mount Pleasant's 2019 Blessing of the Fleet & Seafood Festival

M. Town of Mount Pleasant's Palmettos on Parade

Ms. Bixler asked if Palmettos on Parade would also be part of this group moving forward. Ms. Livingston responded in the affirmative.

Ms. Bixler stated that she would like to discuss Palmettos on Parade and would like to see something other than palmetto trees. She stated that it was mentioned yesterday that palmettos primarily reflect the state and not the Town. She said the concept is great, but she feels it needs to be explored further.

Ms. Livingston stated that Councilwoman Whitley is involved, and the discussions have been that it would go to the CAP Commission to further explore the different ideas and handle the implementation of this effort. She suggested that this be a conversation with CAP. She said this feedback should be provided.

Ms. Frost stated that she would also like to see some different ideas, as palmetto trees are great but identify more with the state, not Mount Pleasant.

Ms. Gosnell stated that she had discussions with Councilwoman Whitley and advised her that Columbia did 89 palmetto trees as part of a promotion of the state. Ms. Whitley has expressed that she is open to a different idea.

Mr. O'Rourke agrees with all the discussions but stated that this Committee needs to understand their role. He said this Committee's role is to fund or not. He believes it is acceptable to approve the funding and put it into the hands of CAP, this Committee's desire not to only make it palmetto trees. He said CAP should understand that this Committee would like for them to explore other options, but this should not hold up the funding with ATAC's comments.

Ms. Livingston stated that if the Committee is going to fully fund the Town events listed separately, it is not necessary to do a separate vote. When the budget is adopted, this Committee is inherently adopting these.

Ms. Frost stated that Palmettos on Parade is not listed on this budget, so if we vote on this budget, it will not be included.

Ms. Gosnell asked if the Committee could vote on Palmettos on Parade.

Ms. Livingston stated that the Committee will need to vote on all events listed on the spreadsheet currently and hopefully get to a point where the Committee is agreeable and adopt the budget as a whole.

Ms. Livingston stated that procedurally, Ms. Frost would ask for a motion to approve the funding for a total amount of \$93,000 for this fiscal year.

Organization	Project	Total Requested Funds	Approved Funding
USS Yorktown Foundation/TOMP	Fourth of July Blast	\$ 33,000.00	\$ 33,000.00
United Soccer Academy Mount Pleasant	Charleston Select Women's Shootout	\$ 1,500.00	\$ 1,000.00
United Soccer Academy Mount Pleasant	Charleston Select Men's Shootout	\$ 1,500.00	\$ 1,000.00
Mount Pleasant Community Arts Center Committee	Dine & Laugh	\$ 25,000.00	\$ -
The Bands of Wando High School Boosters	Lowcountry Invitational Marching Festival	\$ 5,000.00	\$ 4,000.00
Southcoast Symphony Orchestra	Marketing of Fall Concerts	\$ 6,000.00	\$ 5,000.00
The Scottish Society of Charleston	47th Scottish Games & Highland Gathering	\$ 10,000.00	\$ 10,000.00
TOMP Culture, Arts & Pride Commission	Community Art Projects	\$ 24,000.00	\$ 24,000.00
TOMP Culture, Arts & Pride Commission	Palmettos on Parade	\$ 15,000.00	\$ 15,000.00
		\$ 121,000.00	\$ 93,000.00
Annual ATAX Funds Remaining			ATAX Remaining With Approved Funding
\$ 233,000.00			\$ 140,000.00

Mr. O'Rourke so moved as stated by Ms. Livingston; seconded by Ms. Bixler. All present voted in favor. (Ms. Frost was not present for the vote)

Ms. Livingston stated that there is one more item on the agenda that was deferred earlier, which is the approval of the FY2018/2019 Accommodations Tax Budget.

BUDGET REPORT BY ACCOUNT - EXPENDITURE

Town Of Mount Pleasant

Current Period: 02/01/2018 To 02/28/2018

FY 2017-2018

Final Remaining Percent: 34 %

Account	Budgeted (\$)	Current (\$)	Year To Date (\$)	Encumbrance (\$)	Remaining Balance (\$)	PCT (%)
1205-410-41100-3600-0000 Cvb	377,138.00	98,670.26	237,701.88	139,436.14	0.00	0
1205-410-41100-4310-0000 Maint Improve Bldg	5,000.00	0.00	0.00	0.00	5,000.00	100
1205-410-41100-5400-0000 Advertising	100,000.00	1,208.91	60,075.19	12,869.57	27,255.24	27
1205-450-45100-8300-0000 Special Events	145,257.00	0.00	145,257.00	0.00	0.00	0
1205-450-45100-8322-0000 Jim Ryckman Baske	1,000.00	0.00	0.00	0.00	1,000.00	100
1205-450-45105-3300-0000 Blessing Of Fleet	10,000.00	0.00	145.00	2,287.50	7,567.50	76
1205-450-45108-3300-0000 Christmas Holiday	23,000.00	2,400.00	22,178.64	0.00	821.36	4
1205-450-45107-3300-0000 Childrens Day Fest	12,500.00	0.00	11,585.16	322.50	612.34	5
1205-450-45109-3300-0000 Patriot'S Pt-4Th Of.	25,000.00	0.00	0.00	0.00	25,000.00	100
1205-450-45112-3300-0000 Mt Pleasant Art Fes	5,000.00	1,475.00	1,475.00	540.00	2,985.00	60
1205-450-45199-0000-0000 Reserve For Project	261,517.00	0.00	0.00	0.00	261,517.00	100
1205-452-45228-4500-0000 Construction Serv	225,619.00	0.00	225,619.10	0.00	-0.10	0
1205-490-49100-8900-1100 Transf-General Fun	43,200.00	0.00	0.00	0.00	43,200.00	100
1205-490-49100-8900-3124 Transf-Pp Gateway	900,000.00	900,000.00	900,000.00	0.00	0.00	0
1205-490-49110-8900-1100 Oper Transf Payroll	249,730.00	82,432.50	187,297.50	0.00	82,432.50	25
Report Total Expenditure	2,383,961.00	1,066,186.67	1,791,314.45	155,255.71	437,390.84	18

Mr. O'Rourke so moved; seconded by Ms. Bagwell. All present voted in favor. (Ms. Frost was not present for the vote)

V. Adjourn

Mr. O'Rourke moved to adjourn; seconded by Ms. Craven. All present voted in favor. (Ms. Frost was not present for the vote).

There being no further business, meeting adjourned at 1:29 p.m.

Respectfully submitted,

Barbara Ashe

March 8, 2018