

**TOURISM EXPENDITURE REVIEW COMMITTEE**  
**MEETING MINUTES**  
**September 27, 2004**  
**VIA CONFERENCE CALL, 9 a.m.**

**Committee Members Participating:** Frans Mustert, Chairman; Lanneau Siegling, John Curry, Suzette Surkamer, Susan Cruse, Toni Nance, Rod Swaim, Mark Williams.

**Staff Participating:** Damita Jeter, TERC Staff.

**CALL TO ORDER /ADMINISTRATIVE TASKS/UPDATES:**

- **Minutes:** The Committee motioned to approve the August 9, 2004 meeting minutes as submitted.
- **Atax Newsletter:** Mrs. Jeter informed the Committee that the quarterly newsletter had been completed and distributed. Frans asked for the Committee members to send Mrs. Jeter any feedback they may have.
- **Atax Packets:** Mrs. Jeter informed the Committee that the accommodations tax forms and instructions have been sent to all those required to complete the forms.
- **Governors Conference:** Mrs. Nance led discussion on the Governor's Conference in February. The Committee concluded that it wanted to be a part of the conference in a positive way. The decision was made for Mrs. Jeter to go ahead and start soliciting questions from the attendees via email and newsletter. The Committee would have to research the questions and provide appropriate answers. TERC's portion of the meeting will take place on February 3 from 3:15 to 4:15 p.m. The meeting is scheduled for February 2 and 3 at the Marriott Grand Dunes in Myrtle Beach. Mrs. Jeter will contact Beth Fallaw at SCPRT about registrations. The Committee will give more thought to who would kick off the session, such as the Hospitality Association did last year.

**REVIEWED BY SUSAN CRUSE/DAVID WARREN:**

- **City of Aiken** – After reviewing the information sent by the City, the Committee voted to direct the State Treasurer to withhold funds in the amount of \$5,000.00 for the Memorial Day Parade.
- **City of Simpsonville-** The Committee voted to carry over the discussion of Simpsonville, which offered additional information about the \$20,000.00 expenditure for the South Greenville Fair. The Committee would review the supplemental information and make a final decision during its October meeting.
- **City of Easley** – The City said it would send in additional information regarding the expenditure of \$2,000.00 for the Black History Parade.

**REVIEWED BY JOHN CURRY/MARK WILLIAMS**

- **City of North Myrtle Beach** – The Committee voted to wait until reports were submitted in October to see if the City's local committee was compliant. At that point, if it was not compliant, TERC would take further action.
- **Horry County** – TERC reviewed the County's information about the Grand Strand Boat Show. TERC was asked to look into the non profit status of the boat show. The information sent by the County stated that the Boat Show was for profit, therefore, it voted to withhold to withhold \$15,000.00 because it is a for-profit organization. Mr. Rod Swaim abstained from voting.

- **Town of Springdale** – After reviewing this entity’s form, TERC determined that only one expenditure was acceptable – a \$3,000.00 expenditure for billboard advertising, therefore, it voted to withhold \$26,464.83 from the Town’s 65% fund.
- **York County** – The County says it has a problem with its local committee compliance because it cannot find anyone to serve that fits the requirements, since most people work in Charlotte, which is not where their atax funds come from. TERC voted to write them a letter stating that it would wait until the County’s forms were remitted in October, but it cautioned the City that their 65% expenditures would be under careful review for compliance.

**Chairman Mustert asked Vice Chairman Lanneau Siegling to serve as Committee Chairman for the discussion of Myrtle Beach.**

- **City of Myrtle Beach.** – The Committee reviewed the additional information the City had sent on the Myrtle Beach Fall Rally in the amount of \$10,000.00 and the Myrtle Beach Fireworks/Beach Bang in the amount of \$20,000.00. After much discussion, it was decided that since both of these are for profit organizations, the Committee would ask that funds be withheld. It voted to withhold funds in the above-determined amounts. Frans Mustert abstained from voting.

**REVIEWED BY TONI NANCE/LANNEAU SIEGLING**

- **Pickens County** – The Committee has spent several months trying to get the County to come into compliance with its local committee, its 30% funding and its 65% funding. Recent correspondence from the County showed that its 30% funding was handled properly. However, its local advisory committee is not compliant and it did not thoroughly explain the detail of its 65% funding as had been requested several times. Therefore, the Committee voted to request the State Treasurer’s Office to withhold funds for noncompliance of the local committee for the maximum amount of \$500 up to \$5,000.00 until compliance is met. In addition, the Committee determined that their 65% fund expenditures were not valid because the local committee is not compliant.

**REVIEWED BY ROD SWAIM/SUSIE SURKAMER**

- **Town of Hilton Head** – The Town requested an extension on three projects - Wild Horse Pathway, Matthews Drive Pathway and the Coastal Discovery Museum at Honey Horn Plantation – which had received prior approval, but because of delays, had yet to be funded. The Committee approved an extension for one fiscal year, with a deadline of July 2005. Mr. John Curry abstained from voting.

**TERC decided that its next meeting would be on Tuesday, October 12, starting at 10:00 a.m. at the S.C. Department of Revenue. There being no other business, the Committee adjourned.**

**Respectfully Submitted,**

Damita S. Jeter

**Damita S. Jeter, TERC Staff**