

**TOURISM EXPENDITURE REVIEW COMMITTEE
MEETING MINUTES**

June 1, 2015

**Market Pointe Extension, SC Department of Revenue
Conference Room 4**

10 a.m.

ATTENDANCE:

Committee Members in Attendance: Joy Young, Ed Riggs, Toni Nance, Kevin Yokim, Olivia Young, Dan Blumenstock, Doug McFarland, Glen Williams, John Taylor, Mark Nix, and Linda Tucker.

Staff in Attendance: Damita Jeter, TERC Staff.

CALL TO ORDER /ADMINISTRATIVE TASKS/UPDATES:

1. **Call to Order:** The Meeting was called to order by Chairman Ed Riggs.
2. **Minutes:** A motion was made by Linda Tucker to approve the minutes of the March 23, 2015 TERC meeting. Second from Doug McFarland. With no one opposed, the minutes passed.
3. **Update from TERC Staff Attorney:** None at this time.
4. **Legislative Updates/Concerns:** None at this time
5. **City of Seneca Question** – TERC requested more information regarding an expenditure of funds used to promote a museum project. The expenditure was for a luncheon, and TERC thought it may not be an appropriate expenditure. When questioned, the City admitted that it was not the best use of funds and requested that it be allowed to reimburse its account from general funds before TERC voted. We discussed this with our attorney, John Hoefer, who stated that legally it was appropriate. Therefore, Seneca filed an amended report (on file) and the change will also be reflected in its report when it files in October.
6. **Question from Goose Creek** – The city of Goose Creek, which falls in and out of the reporting threshold, wants to use funds to promote a golf course within the city limits. After some discussion, TERC determined that this golf course is owned by the City and therefore, advertising the golf course would be an appropriate use of funds.
7. **The following reports have yet to come in. TERC will continue to follow up: Berkeley County, Chesterfield County, City of Clinton, Dillon County, Goose Creek, Jasper County, Springdale.**
8. **Review of 13/14 Reports:**

Joy Mark: Kershaw County – clarify 30 percent recipient.

Dan and Kevin: Orangeburg County – need local accommodations tax committee list. Walterboro –ask them to split coding appropriately.

Olivia, John and Glen – None

Ed, Doug- Town of St. George – report ok.

Review of Responses from Letters Questioning Various Items on Reporting Forms:

Joy Mark: City of Spartanburg – met via phone with Chairman Riggs and Damita Jeter. After some discussion, the City stated they would not be funding the Hmong American Association and Order of the Eastern Star again. It did not have enough tourism impact, and TERC repeatedly questioned it. **Cheraw** – TERC asked for a better project description and the Town did respond, however, the response was insufficient and TERC will request the information again. This time the response was sufficient. **Cherokee County**- TERC asked for better project descriptions and the County did respond, however, the response was insufficient and TERC will request the information again. This time the response was sufficient.

Dan and Kevin: Pawleys Island – TERC had previously been concerned with various mathematical errors and an ongoing negative balance. After a call from Kevin Yokim to Pawleys Island, Mrs. Jeter received an email stating that the Town will not need to revise the current form, but going forward on future forms they should report a separate line on Side B for the transfer from the general fund so they do not continue to have a negative balance. TERC agreed this was an acceptable way to handle the reporting form.

Olivia, John and Glen –Easley - TERC asked the City to correct its coding issues and the letter sent by the mayor's office said that because a change in staff they could not do this. When Mrs. Jeter followed up with the mayor, he said he was still working on getting the coding issues straight because they have had a turnover in staff. They will be forthcoming. **Pickens County** – TERC questioned the legitimacy of the Big League Series as the DMO. After follow up with the Count, the County stated that they understood that Big League World Series was not a proper DMO according to the statute, and that the finance director would be looking to council for guidance on how to fund this in the future so it met the requirement of the statute.

As a side discussion, Mr. Blumenstock discussed how he had a personal opportunity to see the great impact in our state of sports marketing, and how many areas of our state are using funds in a way to bring in tourists through this avenue.

Ed, Doug-. None

Next TERC meeting date was to be announced based on the reporting forms that came in and their review. The meeting will be held at the SC Department of Revenue.

Motion to adjourn from John Taylor, seconded by Olivia Young and passed unanimously by TERC. The Committee then adjourned.

Respectfully Submitted,

Damita Jeter
Damita Jeter, TERC Staff