

## TOURISM EXPENDITURE REVIEW COMMITTEE

### MEETING MINUTES

February 27, 2017 , Market Pointe Extension, SC Department of Revenue, Columbia, SC  
Blue Ridge Conference Room,  
10 a.m.

#### ATTENDANCE:

**Committee Members in Attendance:** Joy Young, Tony Tam, Doug McFarland, Linda Tucker, Kevin Yokim, Ed Riggs, Mark Nix, Dan Blumenstock, Toni Nance, John Taylor

**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 Doug McFarland to approve the minutes of June 6, 2016. Dan Blumenstock suggested a grammar correction. Mr. McFarland amended his motion to state after grammar correction is made, minutes to be approved, which Kevin Yokim seconded. Being none opposed, the minutes were passed unanimously.

**3. Legislative Updates/Concerns:** John Taylor stated that the SC Tourism Coalition wants to push for oversight for local accommodations and local hospitality tax, or any other local tourism tax that may be approved at a state level. This would not affect oversight for the state accommodations taxes, which TERC oversees. He will continue to keep TERC members updated on this issue.

**4. Legal Updates/Concerns:** None at this time

#### 5. Review of Reporting Forms:

##### Reporting Forms Remitted:

Review by Olivia Young, John Taylor and Tony Tam:

Aiken - Expenditures all appear to be funded before and were approved by TERC in the past. However, will question the 30 percent carry forward amount.

Aiken County – Question who the 30 percent DMO recipient is and Touch Tone Energy Run.

Anderson – Ok

Anderson County – Will ask for a more thorough report in order to make a determination of funds.

Beaufort – Will question tourism impact of Spanish Moss Trail

Beaufort County – Ok

Bluffton – Need their committee list remitted in a proper format.

Clemson – need to keep TERC apprised on their efforts to fill committee vacancies.

Greer – Need further explanation on expenditures. Why wasn't last two columns of report completed?

Greenville – Some appear approved but not funded. Need explanation.

Greenville County - why is taxes being used for community foundation loan repayment program?

City of Greenwood - Ok

Greenwood County - why did the break up the DMO into two different amounts when it is same DMO?

Hardeeville - ok

Hilton Head – Ok

Jasper County – Question open committee positions and Kendall Malprhus as a committee member. Make sure she recuses herself from voting as it pertains to 65% funds that her organization receives.

Kershaw County – Remit more information on the DMO and not just business names.

Newberry County - why didn't they expend funds? Also, need their committee list to say something besides Hospitality industry.

Newberry – ok.

North Augusta – tourism impact of festival

Oconee C2357912244749ounty - why breakdown the 30% listing?

Pickens County - TERC at one time did not think Pickens Alliance was an appropriate DMO considering it is mainly economic development and not tourism. The county stated that it did have a tourism component and TERC approved. **Question tourism marketing plan.** Most of their 65% funds goes towards advertising. Specifically ask about Clemson Rowing event where it doesn't appear funds were even applied for.

Ridgeland - ok

Seneca - need to ask about tourism impact since they are funding salaries. And it is their only expenditure.

Simpsonville - Ok

Travelers Rest - falls in and out of reporting. Need to have spent money because of two year threshold.

Reviewed by Joy Young and Mark Nix:

Berkeley County - Need more info on both expenditures on their report. Also, they only spent \$21,000. Should have spent at least \$56,999 as it was their carry forward last year.

Camden - All have been funded before, but will ask why \$5,000 was approved for Steeplechase Museum event and only \$2350 funded.

City of Cayce- Ok. They are working on funding their 30 percent program appropriately as for years they funded them as if they were a 65% applicant.

Cheraw - no committee list. Only fund \$500 to 30 percent designee? Line 9 on Side A is not correct. It is \$15,797. Math on lines 4, 5, and 6 not correct. Need all columns completed on Side B of report. Need broader descriptions on almost all expenditures with maybe exception of Arts Commission and Chamber.

Cherokee county – Question the impact of handicapped restrooms at Limestone College on tourism. Also on committee how does development board employee meet lodging requirement?

Chesterfield County - Who is the 30 percent recipient (looks like a breakdown of expenses are included but not actual recipient.. Need committee list and need more explanation on all expenditures.

Columbia - ok

Gaffney – Question Limestone College handicapped restrooms.

Georgetown - All have been funded and approved by TERC in the past. Will question carry forward fund of \$80,000 and why only \$62,270 funded? Will question why they have retailers on their committee for their hospitality designee

Georgetown County – Ok

Isle of Palms – TERC questioned why some amounts that are actually expended much different than the approved amount? Linda Tucker from IOP explained that the City budgets certain amounts for ataxes. The committee approves this process then actuals may differ. TERC approved this process.

Irmo- TERC is asking for the marketing plan for both DMOs (Lake Murray Country and Irmo Chamber) since it was brought to the attention of TERC in June 2016 that the Chamber did not have a relevant marketing plan, but was working on developing one. .

Lexington – Remind them of the two year spending limit. Need to spend about \$5,000 more.

Lexington County – Need committee list

Richland County – Question Woodcreek Golf Tournament impact.

Spartanburg – Who is the 30 percent recipient and may want to remind them of spending funds within the two year time frame.

Spartanburg county - ok.

Springdale – Need to know 30 percent recipient and why they are only spending a minimal amount of funds on landscaping.

West Columbia - ok

Reviewed by Ed Riggs, Doug McFarland and Linda Tucker

Charleston- ok.

Chester County - all have been funded before including the Community Enterprise Zones yard sale. However, they did not code it and it looks as though tourists are being recorded as 4,000 when last year it was 120, which was probably accurate. Big jump in funding too. Also, their committee is not compliant. Need more lodging and less at large. Also need business names on form.

Dorchester County - All were approved by TERC before. We had issue last year with Butts and BBQ wing festival. Need to continue to ask for more information on this, even though approved last year. Ask about Lourie Theater

Edisto Beach - need to be spending more 65% funds. Need to question why. If it is because TERC approved retaining funds for erosion project, then they need to send a cover letter with an update of that project. Also, need to expand on the Bell Property Bond Debt for the benefit of newer TERC members. TERC approved that project close to 8 years ago. Need to ask where the project is in terms of tourism impact and the bond retirement.

Florence County - Ok

Florence - ok

Folly Beach - OK. Others have been funded before. Ask for them for a committee list that complies to our standards.

Kiawah Island -Ok

Town of Mount Pleasant - ok

Town of Moncks Corner - Ok

City of North Charleston - ok

Town of Port Royal - Ok

Santee -ok

Seabrook Island - ok

St. George – Question Lourie Theater, specifically Movies at Lourie.

Summerville - ok

Walterboro - ok.

Reviewed by Kevin Yokim and Dan Blumenstock:

Blythewood - Why no 30 percent recipient? Need to question pageant, wall that heals exhibit and rodeo They used to fund marketing efforts in the town and that seems to have shifted.

Conway- line 6 should be \$22,413. Slight negative balance of negative 38 cents. TERC has approved 30 percent recipient in the past. All expenditures approved, but coding may need to be changed to reflect advertising. Need to find out how Denise Blackburn-Gay fits hospitality, as does the clothing store operator on the committee.

Darlington County – ok.

Dillon - ok, but need to get them to provide more information on a few items such as building maintenance, and pee dee tourism promotional events.. Also, Andy Coward on committee listed business as just restaurant? One of their hospitality industry members is Pee Dee Tourism. Make sure they abstain from voting.

Duncan – Ask why ataxes are being used to move houses.

Hartsville - ok. Most of these have been funded before. YMCA for advertising for “event.” Question that. Cultural interest representative. Did they recuse themselves from voting?

Horry County – Question Horry county museum allocations which neither were disbursed. Vacancy on committee?

Lake City - Ok.

Laurens County Need to see tourism impact on certain expenditures Flight of the Dove and the FFA Pageant. Also, inquire about museum construction. Finally, they only report \$35,761 of 65% expenditures on side B of report, not \$42,735 as described on Side A. For committee, question retired teacher as cultural rep.

Myrtle Beach - Ok

North Myrtle Beach – Need committee list. And need tourism impact of sport complex.. local or truly tourists?

Orangeburg County – Need to remit committee list

Orangeburg - Need to fund an organization for 30 percent recipient.

Pawleys Island - ok

Rock Hill - ok

Sumter County/City of Sumter - ok

Surfside Beach – Question the restroom expenditure.

Reporting Forms Yet to Come In:

Olivia, John, Tony – Easley (working with SCDOR to make contact),

Joy and Mark – Clarendon County (working with SCDOR to make contact),

Ed, Doug, Linda – Goose Creek, Lancaster, Lancaster County, , Sullivans Island

Dan and Kevin – Clinton (working with SCDOR to make contact), Dillon County, York  
County

New Business: Request of Concerned Citizen Regarding Simpsonville's committee make up and expenditures. TERC reviewed a request from a citizen regarding Simpsonville's committee makeup and expenditures. One of his points is he was not sure how Mr. Patel, who is currently opening a hotel in the area, can serve as he hasn't yet opened. Mr. Blumenstock made a point that in order to open a hotel, one must go through licensing, construction, etc. Even though he has not opened for customers, he is very much invested in the interests of the area. After further review of the other complaints, TERC asked Ms. Jeter to thank him for his inquiry but to let him know that TERC would not be asking further questions at this time.

Next TERC meeting date – April 3

Motion to adjourn – Linda Tucker made a motion to adjourn and Doug McFarland seconded. There being no other business, the meeting was adjourned.

Respectfully Submitted,

Damita S. Jeter