



**TOWN OF BLUFFTON  
ACCOMMODATIONS TAX ADVISORY COMMITTEE  
SPECIAL MEETING**

**ELECTRONIC MEETING**

**Friday, April 24, 2020 | 11:00 a.m.**

**Agenda**

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This meeting can be viewed on the Town of Bluffton's Facebook page  
(<https://www.facebook.com/TownBlufftonSC/>)

1. Call to Order - Chairman Sam Britt
2. Roll Call and Confirmation of Quorum
3. Adoption of Agenda
4. Adoption of Minutes: ATAC Meeting Minutes of February 18, 2020
5. Financial Report - Natalie Majorkiewicz, Treasury Manager
6. Committee Approval and Recommendation to Town Council of the Hilton Head Island - Bluffton Chamber of Commerce's Bluffton Marketing Plan 2020-21 Budget as the Town's Designated Marketing Organization (DMO) - Ariana Pernice, Hilton Head Island - Bluffton Chamber of Commerce
7. Committee Approval and Recommendation to Town Council on Applicant's Request as follows:
  - a. **11:15 - 11:30: Bluffton Historical Preservation Society (BHPS):**  
Welcome Center at the Heyward House Historic Center - \$190,000
  - b. **11:30 - 11:45: Palmetto Bluff Conservancy:**  
Well Living - \$100,000
  - c. **11:45 - 12:00: Society of Bluffton Artists (SoBA):**  
Promoting the Arts in the Lowcountry and Beyond - \$16,000
8. Adjournment

**Notes:**

- Please be reminded that all advertising sponsored with Town of Bluffton ATAX dollars must incorporate the Bluffton Heart of the Lowcountry brand as shown at this link: <http://www.townofbluffton.sc.gov/images/heart-of-the-lowcountry.jpg>
- Town Council will review recommendations at the May 12, 2020 6:00 p.m. meeting
- The next deadline for ATAX applications is by noon June 30, 2020

*"FOIA Compliance – Public notification of this meeting has been published and posted in compliance with the Freedom of Information Act and the Town of Bluffton policies."*

*In accordance with the requirements of Title II of the Americans with Disabilities Act of 1990 ("ADA"), the Town of Bluffton will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs, or activities. The Town of Bluffton Council Chambers are ADA compatible. Any person requiring further accommodation should contact the Town of Bluffton ADA Coordinator at 843.706.4500 or [adacoordinator@townofbluffton.com](mailto:adacoordinator@townofbluffton.com) as soon as possible but no later than 48 hours before the scheduled event.*