



Town of Hilton Head Island

Accommodations Tax Advisory Committee Meeting

Thursday, April 3, 2025, 9:00 AM

1 Town Center Court, Hilton Head Island, SC
Benjamin M. Racusin Council Chambers

The meeting can be viewed on the [Town's YouTube Channel](#), the [Beaufort County Channel](#), and Spectrum Channel 1304.

1. **Call to Order**
2. **Adoption of the Agenda**
3. **Approval of the Minutes**
 - a. Regular Meeting Minutes of November 7, 2024
4. **New Business**
 - a. Presentation of the Destination Marketing Organization FY26 Marketing Plan, Budget and Industry Metrics - Ariana Pernice, Vice President of the Visitor & Convention Bureau, and Chase O'Dell, Research Manager, Visitor & Convention Bureau - Heather Woolwine, Communications Director
 - b. Consideration and Approval of the Revised Calendar Year 2025 Accommodations Tax Advisory Committee Meeting Dates - Michele Bunce, Senior Grants Administrator
5. **Public Comment - Non Agenda Items**
6. **Adjournment**

FOIA Compliance: Public notification of this meeting has been published, posted, and distributed in compliance with the South Carolina Freedom of Information Act and the requirements of the Town of Hilton Head Island.

In accordance with the requirements of Title II of the Americans with Disabilities Act of 1990 ("ADA"), the Town of Hilton Head Island will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs, or activities. Auditory accommodations are available. Any person requiring further

accommodation should contact the Town of Hilton Head Island ADA Coordinator as soon as possible but no later than 48 hours before the scheduled event.

Municipal Association of South Carolina (MASC) Civility Pledge:

“I pledge to build a stronger and more prosperous community by advocating for civil engagement, respecting others and their viewpoints, and finding solutions for the betterment of my city or town.”