



**Town of Hilton Head Island
ACCOMMODATIONS TAX ADVISORY
COMMITTEE MEETING
Tuesday, March 31, 2026, 9:00 AM
Minutes**

Call to Order

Chair Schlegel called the meeting to order at 9:00 a.m.

Present from the Committee: Keith Schlegel, Chair; Martin Lesch, Vice Chair; Cecile Eck; and John Farrell

Absent from the Committee: Thomas Dowling and Dave Ferguson

Adoption of the Agenda

Mr. Lesch made a motion to adopt. Ms. Eck seconded. Motion carried 4-0.

New Business

Consideration and Recommendation for Additional 2025 ATAX Grant Funding for HHI
Concours d'Elegance - Dave Byrd, Finance Director

The Committee received a presentation from Staff regarding a request for additional 2025 Accommodations Tax (ATAX) grant funding for the Hilton Head Island Concours d'Elegance in the amount of \$300,000. Staff noted that the request falls outside of the standard annual funding cycle and would utilize unallocated funds from the 2025 grant year. The Committee was advised that the event is intended to promote tourism and has previously received ATAX funding.

Mr. Rick Sabol, representing the Hilton Head Island Concours d'Elegance, addressed the Committee regarding the request and provided additional context on the organization's financial position. It was noted that the event has experienced operating deficits in recent years and is currently facing financial challenges. The applicant indicated that, without additional funding, the organization may have difficulty meeting its financial obligations. Financial documentation, including profit and loss statements, balance sheets, and cash flow projections, was provided for the Committee's review.

The Committee held discussion and asked questions regarding the long-term sustainability of the event; the effectiveness of proposed operational changes; and the appropriateness of considering funding outside of the established grant cycle and collaboratively felt that additional information regarding such was needed prior to making a recommendation to the Finance & Administrative Committee. Members noted the importance of ensuring that funding decisions are consistent with ATAX guidelines and provide a measurable benefit to the Town. It was also noted that the request should be considered on a case by case basis and does not establish precedent for future funding.

Following discussion, the Committee requested that Hilton Head Island Concours d'Elegance return before the Accommodations Tax Advisory Committee at its next meeting, April 23rd. No recommendation was made, and will be considered further at the committee's next meeting.

Public Comment - Non Agenda Items

Chair Schlegel asked for public comment.

Skip Hoagland addressed the committee regarding the Town submitting to a forensic audit, transparency and DOGE.

Adjournment

At 10:17 a.m., Ms. Eck made a motion to adjourn the meeting. Mr. Lesch seconded. Motion carried 4-0.

Approved: April 23, 2026

The full recording and a transcript of this meeting can be found on the Town's website at www.hiltonheadislandsc.gov