

# North Augusta



*South Carolina's Riverfront*

## MINUTES

### ACCOMMODATIONS TAX ADVISORY COMMITTEE

January 19, 2024 at 10:00 am

Municipal Center, Third Floor Council Conference Room

*John Felak, Lookaway Inn – Chairperson*

*Trish Garcia, Holiday Inn Express*

*Mary Anne Bigger, Arts & Heritage Center*

*Jon Dawkins, Chick-fil-A*

*Greg Greenawalt, Crown Plaza*

*Brandon Greene, GreenJackets*

*Havird Usry, SnoCap Drive-In*

#### 1. Call to Order

Committee Chairman John Felak called the meeting to order at 10:01am.

#### 2. Roll Call

Members present were Trish Garcia, Mary Anne Bigger, Jon Dawkins, Greg Greenawalt, and Brandon Greene.

Member absent was Havird Usry.

Others in attendance was Lynda Williamson, Finance Director, and Jamie Paul, City Clerk.

#### 3. Approval of Minutes:

- **Accommodations Tax Advisory Committee Meeting minutes of January 11, 2024**

The minutes of the Accommodations Tax Advisory Committee Meeting of January 11, 2024, were approved as submitted by general consent.

**4. Review and Recommend FY 2021-22 Accommodations Tax Funding Program Awarded Applicants' (65%), Extension Requests to City Council**

The Committee reviewed the updated extension request and changes with details from North Augusta Forward (Downtown Promotion). (See Attachment #1)

It was moved by Member Bigger, seconded by Member Greene, to recommend approval to City Council for the North Augusta Forward's (Downtown Promotion) Extension Request for the FY 2021-22 Accommodations Tax Funding Program Awarded Applicant (65%). Unanimously Approved.

**5. Adjournment**

The meeting adjourned at 10:14 am.

Respectfully submitted,



Jamie Paul, CMC  
City Clerk




December 11, 2023

Accommodations Tax Advisory Committee:

Please accept this request for an extension on our 2023 A-Tax funding, as well as an additional project to be included. We continue to work with a local marketing firm (Wier/Stewart) on a digital marketing campaign to promote our downtown, we anticipate launching this campaign in 2024. In addition, we recently received feedback from city council to move forward on a branding/marketing project that will allow us to use the funds in partnership with the city of North Augusta to implement a wayfinding signage plan and market the Downtown Greenway Connector (DGC). This project is designed to create connectivity and serve as an economic engine for downtown businesses; with the use of these funds, we will ensure that the DGC is properly branded and marketed. Thank you for your consideration.

Best,

  
Avery Spears-Mahoney  
Executive Director