

A work session of the Beaufort City Council was held on October 25, 2011 at 5:00 p.m. in the Planning Conference Room, City Hall, 1911 Boundary Street. In attendance were Mayor Keyserling and council members Donnie Ann Beer, Mike Sutton, Mike McFee, George O’Kelley, and City Manager Scott Dadson.

In accordance with the South Carolina Code of Laws, 1976, Section 30-4-80(d) as amended, all local media were duly notified of the time, date, place, and agenda of this meeting.

Mayor Keyserling called the meeting to order at 5:00 p.m.

DISCUSSION WITH JON VERITY OF THE REDEVELOPMENT COMMISSION

Mr. Verity said the Commercial Committee met and decided to focus on working with the purchaser of the Lipsitz buildings on retail and residential uses. There is also interest in putting a Subway sandwich shop into the shoe store, and Martin Goodman is working with that. There is potential use of the post office on Charles Street for redevelopment. Lowcountry Produce is talking about opening in November. There is consideration of the Hoogenboom properties.

The residential committee is looking at homes that could be redeveloped with the help of Historic Beaufort Foundation, and there is national advertising out “for those willing to put in sweat equity to those homes that have been targeted.” Mr. Verity said they hope to be able to review all of the targeted homes in the Northwest Quadrant by the next Redevelopment Commission meeting. They will identify which need to be demolished and which can be redeveloped. Mr. Verity said there is interest in a house on Port Republic and Charles Street. Another house at Duke and Carteret Streets also has redevelopment potential. Finally, the committee has been putting together an RFP to community builders for a Lafayette Street home. It should come out in the next couple of weeks.

Mr. Verity discussed the process for the TIGER 3 grant, which would be “an enormous opportunity for us.” Councilman Sutton asked about the Northwest Quadrant house-by-house study participants. Mr. Verity said they are Historic Beaufort Foundation, Habitat for Humanity, and the Redevelopment Commission. Councilman Sutton clarified what the details would be with which they will come up, including those with the greatest potential for either demolition – if they are “clearly a tear-down” – or redevelopment. Mayor Keyserling said “the next layer of problems” would be questions of ownership, etc. Mr. Verity said he imagines there will be all manner of problems, but “that’s part of our mission.”

DISCUSSION WITH REGIONAL AREA PARTNERS: TOURISM RESTRUCTURING PRESENTATION – BEAUFORT REGIONAL CHAMBER OF COMMERCE

Blakely Williams, president and CEO of the Beaufort Regional Chamber of Commerce, shared the Chamber’s mission and vision. She identified the ways in which the Chamber of Commerce offers community support. She identified ex officio members and community development initiatives of the Chamber. Ms. Williams discussed the reorganization of the Chamber of Commerce. The Tourism, Travel, and Convention Division is now the Tourism Advisory Committee, of which **John Dickerson** is the chairman. There are tight financial control policies

in place, she said. There's a separate account opened for the deposit of public funds; 85% will go to DMO activities and 15% will go to the operational costs to support that work.

Ms. Williams discussed the FY 2011-2012 budget, 68% of which is for tourism. The \$924,770 comes from public (73%) and private funds, the visitor center, and Arsenal rentals. She showed the breakdown for the marketing plan; the majority will go to electronic and print media and the visitors' guide. There's been an increase in visitors' center traffic, Ms. Williams said. There are efforts underway to "expand the experience" for visitors at the Arsenal and promote Beaufort. She said the target audiences for Beaufort advertising are "Empty Nesters" and families. She showed last year's fall marketing campaign and the 300 Campaign Giveaway. There is a digital interactive visitors' guide as well as the print version. 10,000 have been viewed this year to date.

Ms. Williams reviewed the ideas that are being discussed including a heavy focus on social media and "a book engine for accountability." She said the Chamber of Commerce is eager to work with council and get its feedback. Councilman Sutton said there's a recurrent question as to *what* is being marketed when Beaufort is marketed. The question of who the DMO is has come up because the Chamber of Commerce changed its focus and then changed it again. Accountability issues have arisen, and "are still a grey area" in his mind. Councilman Sutton wants to make sure they can run an effective visitors' center and support the overall marketing of the city.

Councilman Sutton offered a breakdown of the numbers based on what Ms. Williams had indicated about the budget for the public dollars. He wants to have a clear understanding of what the public money is doing and how it's separated out. Council needs to know the rules of the game and how the Chamber will show council what it's doing in the future. He also has concerns about the budget for running the visitors' center. The portion of the public money that the city contributes is all that the council can control. He wants to know how to ensure that the Chamber of Commerce can run the visitors' center, which has been a problem in the past. They need to know, too, that the money that remains after the maintenance of the visitors' center is going to be focused on marketing in the way the city wants.

Councilman Sutton asked Ms. Williams what "public money" is. The city contributes \$177,000 as its part of the public funds. That is the amount that the council would want to have accountability for how it's spent. Mayor Keyserling said it would be difficult to figure out how 85% of that \$177,000 would be spent since what's being spent is in aggregate with county funds, and other support.

Mr. Dickerson said the income from the visitors' center is \$41,000, and the cost is \$44,000 which is operational costs. Councilman Sutton said the Arsenal costs \$9000 a month to run, and the city charges \$1 a year in rent. Just running the building, Councilman Sutton said, would be \$200,000 a year. **Jon Rembold** suggested a future work session on this with more specific numbers. Councilman Sutton agreed and said there should be a way to be a viable business that can operate in the future with a cash reserve. Mr. Rembold said the importance of the visitors'

center is reflected in the Chamber of Commerce bylaws. Mr. Dickerson's advisory committee is focused on that, in part.

Malcolm Goodridge said Councilman Sutton's questions are the same as those the Chamber of Commerce "has been asking for the last 60 days," but they don't know the answers yet. Councilman Sutton said he's not opposed to shifting how DMO dollars are spent. There's a ongoing discussion of what is being marketed, and he wants a discussion of what the city wants and how the DMO will do it.

Mayor Keyserling said the unstated purpose of the work session meeting with the Chamber was that the Chamber is now unified and capable of being the DMO. The most important question is who is going to provide leadership to ensure that all the money is going toward the same thing. To Mayor Keyserling, branding isn't the issue, but management is. He feels the direction is more transparent than anything they've seen before. His concerns are what the lead organization does with the Accommodations Tax dollars, about half of which are given to the DMO. The ten organizations that are awarded Accommodations Tax money "need leadership for real collaboration."

With fewer resources than in the past, Mayor Keyserling said, Beaufort can't have three visitors' guides as it has in the past; "there needs to be piggy back advertising with collaboration among the organizations." He'd like to have someone speak to the issue of leadership of this sort of collaboration. Mr. Rembold said the Chamber of Commerce understands that collaboration is essential today. It will "not take a paradigm shift for the Chamber to be a collaborative organization." The Chamber of Commerce can help push a common message, he said, and lead with cooperative advertising to leverage limited dollars.

Mayor Keyserling asked if the council "is enabling the fragmentation by divvying up" the Accommodations Tax dollars. Councilman Sutton said he absolutely feels it is. He said Lawrence County takes their Accommodations Tax money and puts it through the Parks, Recreation and Tourism commission to grant it, so the DMO has a bigger role in leadership. Councilman Sutton said the council could designate that 50% of the money be designated to run the visitors' center. The infrastructure needs should be prioritized first; secondly, they could determine that the grant amounts cannot exceed a certain number and they'll be giving out 10 of them, for example, and the rest would go to the running of the visitors' center. There needs to be an infrastructure fund for the Arsenal, Councilman Sutton said.

Councilman O'Kelley asked Ms. Williams about the four people who come for every graduate of Parris Island. He asked if they had done a study about how many spent the night or had a meal. He said the majority of recruits leave Parris Island mid-morning, though some stick around and an even smaller minority go downtown. He asked if the Chamber of Commerce still made a effort to put something in the graduation packet. Ms. Williams said they do. Councilman O'Kelley thinks that should be maximized for meals, gas sales, etc. instead of just letting these people stop for fast food on the way out of town. Ms. Williams indicated on the marketing impact report about how people find the web site, and pointed out an indicator of Parris Island.

Councilwoman Beer said the Chamber of Commerce board is now “more professional” than it was in the past and she feels it’s going in the right direction. Mr. Dadson clarified that “tourism dollars are not second, they’re fourth.” Also, revenues that don’t include the expenditure side concern him, and he told Ms. Williams she needs to correct that slide in her presentation.

Mayor Keyserling asked if festivals should be run by the DMO rather than by Main Street Beaufort, for example, whose mission is to retain and recruit business. A private vendor could make money at festivals, Mayor Keyserling said. Ms. Williams said the festivals are “a buzz word” at her office, and she doesn’t have an answer for him at this time. Mr. Dickerson said the Chamber is looking at how to amplify each other’s success with Main Street Beaufort .

Larry Holman joined the table. Mayor Keyserling said “we’re one team, one town” with, “ultimately, one vision.” The city doesn’t control the not-for-profits, but they want to see that the \$500,000 that goes to the DMO and the \$240,000 that goes to the organizations between the city and the county is used in the best way for the community. The county and city Accommodations Tax committees don’t collaborate with one another, about which he is “uncomfortable.” The question is, Mayor Keyserling said, “how to become one” in order to serve the community. Mayor Keyserling said he didn’t see anything about marketing to businesses in the presentation and asked if it shouldn’t be there. He wants to see one visitors’ guide that serves everyone’s purpose; if collaboration happens, “everyone wins.”

Mr. Holman said he feels everyone has the same vision, and they are all promoting Beaufort, though differently. As far as collaboration, there used to be quarterly meetings to discuss marketing. They could go back to that. He feels that having one visitors’ guide would be difficult. The Black Chamber of Commerce guide is “niche marketing” to those interested in culture. It has few ads and is meant to bring people to Beaufort to support small businesses. Mayor Keyserling asked if the Black Chamber of Commerce couldn’t be a part of a larger visitors’ guide. Mr. Holman said he would be concerned that it might be too large of a guide to be tourist-friendly. Mr. Holman said Hilton Head Island doesn’t market with just one DMO.

A member of the public said he’d noticed that Hilton Head Island has begun to market itself as a history destination. Beaufort is actually a historical site but doesn’t market that as well as it could. He agreed that leadership is needed. Mr. Dickerson said people come to Beaufort for a reason, whether it’s Gullah Festival or to fish for cobia. The key is to market that experience: “Come to Beaufort to ____.” With the limited amount of money available, they need to market to the right audiences that they can come to Beaufort to do whatever it is they want to do.

Jan Malinowski asked what metric the council would use to measure the success of the Chamber of Commerce’s activities. Mr. Dadson said council would need to discuss this, but he would suggest a “leverage metric” of public to private dollars and the effectiveness of that. There was a discussion about Accommodations Tax dollars and whether increasing that would be a measure of success. Mr. Dadson said “every public dollar needs to leverage something.” He said those things that are more stable have better value. Anything from the public coffers

should leverage private success and diversify the revenue sources while keeping costs down as much as possible.

Mayor Keyserling said Mr. Malinowski's was a good question. Real estate is a huge issue, as is building the university. As a community builder, he wants to see growth in a balanced, diverse way to make the community better in a variety of ways. He said the Chamber of Commerce board of advisors are all in the hospitality industry. He said real estate people and others could / should be among them. Tourism is important, but there needs to be a sense of what else it can do in terms of selling houses, etc. Mr. Malinowski said objective measurements can be worked on. Overly subjective measures of success can't be met. Councilman Sutton said he can't answer Mr. Malinowski's question because this is the first time they've had this level of dialogue on this matter.

Bob Moquin told Councilman O'Kelley that there is 70-75% occupancy in hotels on Wednesday and Thursday nights because of the Parris Island graduation. Without that, there would be only 25% occupancy in the hotels. In regard to the three visitors' guides, until the issues are addressed, they can't be combined. Lowcountry Tourism represents four counties; the Black Chamber of Commerce represents Hilton Head Island and Bluffton. The marketing plan has three visions and "a cooperative plan as it relates to leadership." The university is doing research on the Shrimp Festival, he said; the air show did it this year, and they are trying to get other groups to participate as well to determine economic impact.

REQUEST BY MAIN STREET BEAUFORT IN REGARD TO HOLIDAY PARKING DOWNTOWN

Mayor Keyserling said the issue is ultimately that the parking revenues go to Main Street Beaufort and the Redevelopment Commission. If the city does holiday parking, he's not in favor of the difference in overhead costs / the loss being covered by the city's General Fund. Mr. Dadson said "someone takes a cost hit in this," and last year it was Main Street Beaufort and the Redevelopment Commission. The fixed costs during that period have to be absorbed. The expenses dip 22%, but the revenues decrease 72%. **Kathy Todd** reviewed average revenues and expenses. Last year, there was a clear decrease in the revenue that was absorbed primarily by the Redevelopment Commission due to the split.

Lundy Baker, Park Beaufort manager, said this year, Main Street Beaufort proposed giving parkers two hours of free parking, indicated with a sticker, rather than bagging the meters. People can feed the meters after that. Giving back the last week of the month, he said, should equal out the cost. Mr. Verity asked **LaNelle Fabian** if the merchants did benefit from this, and Ms. Fabian said yes, there's an increase in business downtown at that time. Mayor Keyserling said he likes the tradition of bagging meters. There was more abuse when the meters were bagged but parkers were given two hours free. Mr. Dadson said the proposed idea is to discourage abusing the system while still giving the two hour gift.

Nan Sutton said the fines and hourly rate have been raised. There "needs to be a feeling of good will," she feels. Councilman O'Kelley asked how parkers would know they can feed the meters for more time. Ms. Sutton said there needs to be a sign on the window of every

business downtown telling them that after 2 hours they need to feed the meter. Ms. Fabian said last year, the 2 hours seemed to be clear, but where the spaces are was an issue. Mr. Dadson said this seems like a fair compromise.

There being no further business, the meeting was adjourned at 7:01 p.m.

A regular meeting of the Beaufort City Council was held on October 11, 2011 at 7:00 p.m. in Council Chambers in the Beaufort Municipal Complex, 1901 Boundary Street. In attendance were Mayor Billy Keyserling, Council members Donnie Ann Beer, Mike Sutton, Mike McFee, George O'Kelley, and City Manager Scott Dadson.

In accordance with the South Carolina Code of Laws, 1976, Section 30-4-80(d) as amended, all local media were duly notified of the time, date, place, and agenda of this meeting.

CALL TO ORDER

The Mayor called the meeting to order at 7:07 p.m. Mayor Keyserling said it was Dottie McDaniel's 90th birthday, and he dedicated the meeting to her.

INVOCATION AND PLEDGE OF ALLEGIANCE

The invocation was led by Councilwoman Beer, and the Pledge of Allegiance was led by the mayor.

RECOGNITION OF EXCHANGE STUDENT MASU CHIRIBOGA FROM RIOBAMBA, ECUADOR

Jeff Gordon, Columbia, read a letter from the council in Riobamba. Ms. Chiriboga is an exchange student at Beaufort High school and presented a gift to the city: an Ecuadorian flag, a sculpture, and a box.

PROCLAMATION OF NOVEMBER AS ALZHEIMER'S MONTH

Councilwoman Beer made a motion, second by Councilman Sutton, to pass the proclamation. The motion passed unanimously. Councilwoman Beer read the proclamation. Mayor Keyserling presented the proclamation to Alzheimer's Family Services representatives who gave council bracelets to commemorate Alzheimer's awareness.

PUBLIC HEARING: ORDINANCE ZONING A PARCEL OF PROPERTY LOCATED AT 103 ROBERT SMALLS PARKWAY HIGHWAY COMMERCIAL DISTRICT

The mayor opened this public hearing. **Libby Anderson** said the applicant, Beaufort Dealership Properties, was present. This is the site of the former OC Welch Ford dealership. The property is contiguous to the city limits and is "a donut hole" in the corporate boundary. The current zoning in the county is Commercial Regional District. Highway Commercial District is the proposed zoning in the city. This is an intense zoning designation, and Ms. Anderson iterated the uses in that designation. The comprehensive plan shows the property in the G3-B designation, which is a mixed use corridor. She iterated the uses in that designation in the comprehensive plan. This property is already developed and no major demolition is proposed; there should be no environmental effects. Water and sewer are available. Robert Smalls Parkway has a variety of uses, including other auto dealerships along the corridor. Highway Commercial zoning will allow the owner to re-establish an auto dealership on that lot. Public notification was made.

Bill Daniels, one of the principals, said Mr. Vaden wanted to be a part of the Beaufort community, and the new location will allow them to grow larger. They have optioned the

adjacent property, which is already in the city. They are grateful to the staff, the Planning Commission, and Ms. Anderson who worked with them to expedite the process. There being no further public comment, the mayor closed this public hearing.

PUBLIC HEARING: UDO AMENDMENT REVISING SECTION 6.10, “BLADEN STREET REDEVELOPMENT DISTRICT”

The mayor opened this public hearing. Ms. Anderson said this amendment pertains to the Bladen Street redevelopment ordinance. Today, six projects have gone through the design review process. The revisions suggested are:

- Finished floor height would be adjusted from 3’ to 2’.
- A section of the code would be eliminated that is a duplication of the previous paragraph about first floor height.
- Porch height is currently described as 30” above grade and would be reduced to 24”.
- Stoop height would also adjust from 3’ to 2’
- Building placement at the build-to line would be 0-15’ for residential and 0-12’ for commercial and mixed use.

Ms. Anderson said the Planning Commission recommended approval of the revisions at its October meeting. There being no public comment, the mayor closed this public hearing.

MINUTES

Councilwoman Beer made a motion, second by Councilman McFee, to accept the minutes of the October 11, 2011 work session and regular meeting. Councilman McFee noted that “meant” was spelled without the “n” on page 3. **The motion to approve the minutes as revised passed unanimously.**

Councilwoman Beer made a motion, second by Councilman O’Kelley, to accept the minutes of the October 18, 2011 work session. The motion to approve the minutes as submitted passed unanimously.

ORDINANCE ANNEXING PROPERTY LOCATED AT 103 ROBERT SMALLS PARKWAY

Councilwoman Beer made a motion, seconded by Councilman Sutton, to approve the annexation on first reading. The motion passed unanimously.

ORDINANCE ZONING A 6-ACRE PARCEL OF PROPERTY LOCATED AT 103 ROBERT SMALLS PARKWAY AS HIGHWAY COMMERCIAL DISTRICT

Councilwoman Beer made a motion, seconded by Councilman Sutton, to approve the zoning ordinance on first reading. The motion passed unanimously.

ORDINANCE REVISING SECTION 6.10 OF THE UDO, “BLADEN STREET REDEVELOPMENT DISTRICT” TO CHANGE STANDARDS FOR FLOOR, PORCH, AND STOOP HEIGHT, AND TO REVISE BUILD-TO REQUIREMENTS

Councilwoman Beer made a motion, seconded by Councilman Sutton, to approve the ordinance revision. Councilman McFee asked, given the city's partnership with Historic Beaufort Foundation, if they were notified about the modifications. Ms. Anderson said they were notified of the meetings, as was the neighborhood association. Ms. Anderson said in answer to Mayor Keyserling's question that the setback was changed because there was a feeling that they needed a little more distance from the street. The setback is measured from the front line of the building / porch, Ms. Anderson said. Councilman Sutton said he doesn't want to see "cavernous pockets" like on Bay Street. Ms. Anderson said the properties zoned Bladen Street Redevelopment District will all be consistent; they're all Coastal Contractors on two streets, and then there are two blocks on Adventure, and two blocks on Duke Street, so she feels "we will be okay in terms of the context because there really isn't anything there." Ms. Anderson said it will still go through design review as well. Commercial mixed use is still restricted to 12', Councilman McFee said. Ms. Anderson said she couldn't answer specifically Councilman Sutton's question as to "why 3' became a issue" for the contractors. Councilman O'Kelley said if they are lowering by a foot the adjacent sidewalk, but where there's not a sidewalk, he wondered if that had been addressed. Ms. Anderson said sidewalks have been planned on Prince Street, which is the largest part of the redevelopment. **The motion passed unanimously.**

RESOLUTION ADOPTING BEAUFORT HAZARD MITIGATION PLAN 2009

Councilwoman Beer made a motion, seconded by Councilman McFee, to approve the resolution. Ms. Anderson said to qualify for certain grants, the local government must have adopted a hazard mitigation plan. It's been adopted in the comprehensive plan and revisions that were to be made were adopted as well. FEMA, though, wants a resolution from all local governments adopting the hazard mitigation plan. The update was adopted in September by the county. **The motion passed unanimously.**

MOTION TO APPROVE ATAX GRANT DISTRIBUTION RECOMMENDATIONS FROM TOURISM DEVELOPMENT ADVISORY COMMITTEE

Councilwoman Beer made a motion, seconded by Councilman McFee, to approve the TDAC recommendations. Mayor Keyserling said this was presented to council a few weeks ago, and at the time, he asked for time to rectify the disjointed marketing efforts, but he realized it couldn't be done quickly, and suggested a committee, then has decided that there should be recommendations to council so that they take action to ensure that next year they will be better prepared. He suggested taking each group individually. **The motion for blanket TDAC recommendation approval failed 5-0.**

Councilman Sutton made a motion, second by Councilman McFee, to award each group individually. The motion passed unanimously.

Councilman Sutton made a motion, second by Councilwoman Beer, to award the Arts Council \$1500 as recommended by TDAC. Mayor Keyserling noted that the proposal is a good one but did not address marketing outside the area, which resulted in less of an award than the Arts Council had asked for. **The motion passed unanimously.**

Councilman Sutton made a motion, second by Councilwoman Beer, to award the Film Festival \$5000 as recommended by TDAC. The motion passed unanimously.

Councilman Sutton made a motion, second by Councilwoman Beer, to *not* award the Black Chamber of Commerce \$10,000 as recommended by TDAC. Councilman Sutton said the ongoing debate about the DMO drove him to suggest that the money that was to be awarded to the Black Chamber of Commerce be put on hold. Councilman Sutton said the group was told that they are not to spend TDAC money on guide books, but they had stated openly that they planned to spend it on a guide book.

Councilman McFee asked if Councilman Sutton's intent in denying the funding was to redirect the money or bank it. Councilman Sutton said they could bank it for up to two years until they decided "what the marching orders are for the board." Councilman McFee said the group had asked for \$25,000 but was awarded \$10,000 and told not to use it for a visitors' guide. Councilman O'Kelley recalled that Mr. Holman had said at a previous council meeting that they were going to use the funding for a guide book. Mr. Holman said they can use it for their media marketing plan, not for the visitors' guide.

Mayor Keyserling said he would vote against the motion, but he would like to vote against awarding *all* of the awards. Councilman Sutton said the city has a DMO, and they don't need three entities doing the same thing. Mayor Keyserling said Mr. Moquin had said that the groups with visitors' guides were all doing *different* things. Mr. Moquin had said his magazine couldn't absorb the Black Chamber of Commerce's mission.

Councilman McFee said he agrees that there is fragmentation, but moving forward from today, this will no longer happen, though he understood the plan to be that council would approve what the Accommodations Tax board suggested. Mayor Keyserling said he would have agreed to set the money aside for *everyone*, but that's not the will of council. Mr. Holman reiterated that a TDAC award to the Black Chamber of Commerce would be spent on marketing out of area. **On the motion to *not* award the Black Chamber of Commerce \$10,000 for destination marketing failed o a vote of 3-2, with Councilman O'Kelley and Councilman Sutton opposed.**

Councilwoman Beer made a motion, second by Councilman McFee, to award the Black Chamber of Commerce \$10,000 as recommended by TDAC to be spent on out of market advertising. Councilman Sutton said he would be asking for receipts from the Black Chamber of Commerce to determine where the funding was spent. Mr. Holman said they would do that, but all the organizations need to be treated the same way. **The motion passed 4-1, with Councilman Sutton opposed.**

Mayor Keyserling said there was a discussion at the work session about segregating bank accounts, and he asked if Mr. Holman did that. Mr. Holman said the group had so little money, "it is easy to keep track of."

Councilman Sutton made a motion, second by Councilwoman Beer, to award the Gullah Festival \$5000 as recommended by TDAC to be spent solely on out of market advertising. The motion passed unanimously.

Councilman Sutton made a motion, second by Councilman O’Kelley, to *not* award Lowcountry Tourism \$15,000 per the recommendation of TDAC and to reserve those funds. Mayor Keyserling said he has always questioned the need for Beaufort to participate in funding a program that is regional and beyond Beaufort County. **The motion passed 4-1 with Councilman McFee opposed.**

Councilman Sutton made a motion, second by Councilwoman Beer, to award Main Street Beaufort \$37,000 as recommended by TDAC. The motion passed unanimously.

Councilman Sutton made a motion, second by Councilman McFee, to award USCB \$6000 as recommended by TDAC. The motion passed unanimously.

Councilman Sutton made a motion, second by Councilman O’Kelley, to award the Beaufort Regional Chamber of Commerce \$72,000 as recommended by TDAC. The motion passed unanimously.

Councilman O’Kelley asked Councilman Sutton what to do with the \$15,000 that was not awarded. Councilman Sutton said it would stay in city coffers, and they “could entertain ideas,” but the city manager has held reserves from that account in the past. Mayor Keyserling suggested sponsoring and leading a leadership summit on marketing as an alternative to having the committee he’d originally proposed. He described the phases of the summit as he envisioned it. He asked the city manager to carry this out.

STREET CLOSURE REQUEST FROM THE FIRST PRESBYTERIAN CHURCH FOR THE ANNUAL “KIRKIN’ O’ THE TARTANS” SERVICE

Councilwoman Beer made a motion, seconded by Councilman McFee, to approve the request for the November 6, 2011 event. The motion passed unanimously.

REQUEST FOR STREET CLOSURE FROM MAIN STREET BEAUFORT FOR NIGHT ON THE TOWN

Councilwoman Beer made a motion, seconded by Councilman McFee, to approve the street closure for the December 2, 2011 event. The motion passed unanimously.

REQUEST FROM MAIN STREET BEAUFORT FOR CO-SPONSORSHIP REQUEST FOR LIGHT UP THE NIGHT BOAT PARADE ANNUAL EVENT

Councilwoman Beer made a motion, seconded by Councilman McFee, to approve the co-sponsorship request for the December 3, 2011 event at Waterfront Park. The motion passed unanimously.

REQUEST FROM MAIN STREET BEAUFORT FOR WAIVER OF PARADE FEE FOR THE ANNUAL CHRISTMAS PARADE

Councilman Sutton made a motion, seconded by Councilwoman Beer, to approve the parade fee waiver for the December 4, 2011 event. The motion passed unanimously.

REPORTS BY COUNCIL MEMBERS

Councilman McFee commended the mayor for his leadership, and said he's looking forward to moving past the Accommodations Tax issue. He said the Lowcountry Tourism should be acknowledged as the only organization whose recommendation from TDAC was rejected. Mr. Dadson said staff will do that.

Councilman Sutton said he would like a resolution at a future meeting supporting the DMO. Mr. Dadson said he will put a proposed resolution on the council's work session.

Councilwoman Beer said she had attended the ground-breaking for a \$13 million fitness facility at the MCAS.

ADJOURNMENT

There being no further business to come before city council, Councilwoman Beer **made a motion to adjourn, seconded by Councilman O'Kelley. The motion was approved unanimously,** and the meeting was adjourned at 8:16 p.m.

ATTEST: _____
IVETTE BURGESS, CITY CLERK