

A work session of the Beaufort City Council was held on November 8, 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.

INTERVIEWS FOR BOARDS AND COMMISSIONS

Daniel J. "DJ" Henry, Historic District Review Board, and Richard Frerking, Design Review Board were interviewed.

HOLIDAY PARKING IN DOWNTOWN REQUEST BY MAIN STREET BEAUFORT, PARKING MANAGEMENT PROPOSAL

Mr. Dadson said council has had to balance turnover and other problems with parking with wanting to give free parking around the holidays. He proposed to **Lundy Baker** from Park Beaufort that the number of spaces can be increased, and they can make it possible to get twice the time for every quarter spent in the meters. Mayor Keyserling said he would like a brief pitch that can be used to explain this to the consumer.

LaNelle Fabian reviewed some of the history with parking and the issues which had arisen at the holidays with bagging meters in the past. She went on to discuss the Main Street Beaufort idea that the first two hours of parking would be free this year during the holidays, but the meters would be unbagged, to enable people to pay after the first two hours if they chose to. There was general discussion about the wording of the proposed stickers, which some council members found confusing.

Councilman Sutton asked about the parking revenue deficit that would this plan would cause. When parking was contracted to Lanier, there was no discussion about holiday parking, he said. Mr. Dadson said the parking in this period is not profitable; the "bodies that receive the profit don't share it this month, and it's absorbed into the financials." Mayor Keyserling said JV had said that's alright with the Redevelopment Commission.

Mayor Keyserling said since Main Street Beaufort and the Redevelopment Commission are willing to give up the month's money – and it's not a loss to the city – the main issue should be making the plan clear to the public. Mr. Dadson said Mr. Baker can program the longer term kiosks to give two hours free. Councilman McFee said the meters will also be programmed for two free hours, and then someone can have 3 hours by putting in \$1.00 when they park.

Mr. Dadson said Main Street Beaufort can buy an ad to explain the way it will work. Councilman O'Kelley said the merchants he has spoken with want the meters bagged, and feel it should go through New Year's to enable returns. Mr. Dadson said there will be "inadvertent cash flow"

from people who will put money in when they park, knowing they want three hours. The last week will be “moot,” in that case, so it could go to New Year’s. Councilman O’Kelley clarified that the meter will show 2 hours when he 1st parks.

There was general discussion about the extra time that would be on the meters. Mayor Keyserling pleaded for **LaNelle Fabian** and Mr. Baker “to think like the people parking,” not “like we do around the table.” Ms. Fabian said they are planning an advertisement in the paper, will hang signs in store windows, and she will explain it to merchants as much as possible. Mr. Dadson said Lanier will also have ambassadors to explain.

Mayor Keyserling again said that they need an “elevator speech.” Councilman McFee said the stickers will help. Ms. Fabian said the request is for all 412 spaces to allow the first two hours of free parking from Thanksgiving to New Year’s Day. Mayor Keyserling said his sense is that council is in favor of that and also in favor of “the clearest marketing campaign possible.”

There was a brief discussion of a special meeting on the matter before council’s work session next week to allow Main Street Beaufort to move forward with their marketing.

TREE BOARD REPORT FOR UNDERGROUND OVERHEAD LINES

Barb Farior said the SCE&G maps that designate the targeted neighborhoods had been given to council for review. She said the Tree Board recommends starting with The Point for undergrounding. She explained the Tree Board’s methodology in choosing the neighborhoods to be undergrounded. Mayor Keyserling asked the percentage of the city that would be covered by the criteria of choosing the most important trees in the single-phase areas. He said he was trying to get an idea of what it would cost to do this city-wide; he feels they need to make it clear that this is a pilot program and won’t touch a lot of people at this point. Councilman O’Kelley said the report shows 309 homes are affected, and **Isaiah Smalls** said there are 5500 homes in the city. Mr. Dadson said that’s covering about 5.6% of the homes and 11% of the linear footage.

Ms. Farior said they need to determine how much of the city is single-phase lines. Councilman Sutton said in the planning, there will be upgrading, so this is “a moving target.” **Liza Hill** said everything except The Point “is interpolated,” and they would give the study back to Will Saleeby for the other two neighborhoods to determine if they are viable.

Mayor Keyserling asked if the SCE&G number includes a discount for the savings of not having to trim the trees anymore. Councilman McFee asked about SCE&G’s costs being at a different base than Hargray’s etc. He asked if they calculated based on the line burials taking place at the same time. Ms. Hill said yes. **Lamar Taylor** explained to Councilman McFee how the contracts add the costs Councilman McFee had cited and divide them by four.

Mayor Keyserling said Mr. Dadson, **Kathy Todd**, and council need to move forward and need to know what the options are to reach the numbers to get a pilot project done in a year. Councilman Sutton suggested that they could have a referendum for a penny sales tax. Mr.

Dadson said that's the "practical money answer." Councilman Sutton said they need a funding stream. Mr. Dadson said they could negotiate that with the funding providers. The low-voltage providers have varying numbers of customers in various neighborhoods. He said it will be expensive without another funding source. Mayor Keyserling said there "might be an overlay" of trimming being more expensive than burying. Mr. Dadson said they can consider that for future discounting, but it will still be a significant enough cost that they will have to negotiate a loss or a different funding stream, etc.

Mr. Dadson clarified that the recommendations are for The Point, Pigeon Point, and a part of Mossy Oaks. Mayor Keyserling said they might look at the history of the issue. He said council had voted not to accept the proposal to go from Ribaut down the alleys to TCL.

Mr. Dadson said the total is about \$1.1 million with a "pretty long linear effect." The Tree Board needs to "drill down even further on the numbers to get to a real number on these three projects." Ms. Todd said she had done quick research, and "there are grants out there for burying lines" from various sources. Mayor Keyserling suggested that they do it like they did with Boundary Street and plan to do the pilot so that when it's completed, the value of continuing would be clear. Mr. Dadson said they knew that Boundary Street was sufficiently costly to require a different view of how to deal with the cost. He said Boundary Street is on a separate track in terms of costs.

Councilman O'Kelley said if the lines are above the trees, there will be the same problems with the low-voltage providers. Councilman Sutton said it requires a lot of money, and they need to think of it city-wide to avoid thinking project-by-project over the next 25 years. They need to see if a penny sales tax will generate sufficient revenue. Mr. Dadson said the millage needs to be off-set. Mayor Keyserling said they can have a municipal improvement tax. Mr. Dadson said that's only on commercial, and the state legislature gives special legislation to some areas of the state. Councilman Sutton said he would like a discussion to take place soon because there are other issues that this would interplay with as well in terms of other planning. Mayor Keyserling clarified that the sales tax is not on the table at this moment. The local option has to be done by the county, not by the municipality.

Mayor Keyserling said Liza Hill, the Open Land Trust, and the Office of Civic Investment have been looking at the parks to determine which make sense, which don't, and where parks will be needed. They are interested in getting together a citizens' group. He said there was "a Parks and Trees Committee" in the past, and he asked if it would be burdensome to the Tree Board if council were to turn that board into Parks and Trees. Ms. Farrior said there are four people on the committee now, and it could be five. She thinks this could work so long as the number of people is not too large. Ms. Farrior said she'd like to ask the committee about adding additional people, and she would let the mayor know their response. Mr. Dadson went on to explain what the Parks and Trees Committee would do in terms of Office of Civic Investment planning thus far in the first three sectors they have planned for.

Mr. Dadson agreed with Councilman Sutton that the relevant question is about the interconnection between the public and private, e.g., the trees in the public right-of-way.

PARKING STUDY UPDATE – CARTERET STREET

Libby Anderson said this is part of the program of continuing Carteret Street improvements. She iterated those that had been made thus far. They would like to increase the opportunities for on-street parking for businesses, residents and visitors.

Josh Martin reviewed the study for council. They identified 16 possible new spaces in the study area; this would allow 72 spaces counting the existing spaces. Next, they will meet with the DOT and examine each of these potential new spots. Mr. Smalls said they will be here next Thursday. They hope there will be a compromise, if not an immediate answer. Mr. Dadson said there's an ordinance that allows the city to regulate parking in the public right-of-way. He asked if they need the encroachment agreement with DOT and told Mr. Smalls to discuss that with the representatives when they meet them. Councilman O'Kelley said at the corner of Carteret Street and Craven on the southwest side, they show a new space moving close to the intersection, and he's unsure they can get that close to a signalized intersection. Mayor Keyserling said there were three meters there which were taken down, and they are being put back up.

Ms. Anderson said the absence of on-street parking is an impediment to development. More on-street parking is needed, e.g., Kinghorn, the PAC at USCB, Baptist Church of Beaufort, etc. Staff would like to see if the CIP this year or next can accommodate additional on-street parking. In the Sector One master plan, the desired street sections are set, so the details are laid out. They are presenting a plan to retro-fit streets with plantings, parking, and sidewalks. She went on to describe the areas they had prioritized. They will come back with an official proposal for this year's or next year's CIP.

Mr. Dadson said portions of this area may not qualify for grants. Mayor Keyserling said maybe they could find a grant to "enhance educational institutions." Councilman O'Kelley asked if they were talking about doing this where there are no sidewalks, and Ms. Anderson said there are some sidewalks in the area. Councilman O'Kelley recalled there were "roll-up" sidewalks. Mr. Smalls said it "was covered in design but not in execution." Mr. Dadson said the East-West streets are wider, and that's where there needs to be on-street parking and sidewalks to be pedestrian-friendly. Mayor Keyserling said council's consensus was for staff to proceed.

RESOLUTION DESIGNATING MARKETING ORGANIZATION

Mayor Keyserling said there may be no need to make this resolution: The Chamber of Commerce *is* the current designated marketing organization (DMO). Councilman Sutton said he brought this idea up to set in motion a conversation to re-endorse the Chamber of Commerce as the DMO "so the side conversations on this can stop." They are restructuring and currently don't have a marketing person, Councilman Sutton said. If they're the DMO, there is some expectation that there would be someone in that position. **Blakely Williams** said they will have someone in there in the next six months, and they "have a competent team and won't miss a

beat.” Councilman Sutton said they need to have a conversation about “an insurance policy on the Visitors’ Center.”

There being no further business, the meeting was adjourned at 7:08 p.m.

A regular meeting of the Beaufort City Council was held on November 8, 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 7:13 p.m.

INVOCATION AND PLEDGE OF ALLEGIANCE

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

PROCLAMATION OF NOVEMBER 26, 2011 AS "SMALL BUSINESS SATURDAY"

Councilwoman Beer made a motion, second by Councilman McFee, to approve the proclamation. The motion passed unanimously. Councilwoman Beer read the proclamation.

PUBLIC COMMENT

Larry Holman, Beaufort County Black Chamber of Commerce, said \$375,000 had been given to the organization at the Business Expo in order for them to become a micro-lender for small businesses in Beaufort County. The funds will provide technical assistance and training for disadvantaged businesses. They are the only Black Chamber of Commerce in the country to receive this.

Ms. Fabian said Main Street Beaufort's awning project has been launched, and they expect to have 8-10 new awnings for businesses by March.

PUBLIC HEARING: ADOPTING THE SECTOR 1 CIVIC MASTER PLAN AS AN AMENDMENT TO THE COMPREHENSIVE PLAN

Mayor Keyserling opened this public hearing. Mr. Martin presented a summary of the Sector One planning and described the materials and appendices to be included in the comprehensive plan. Mayor Keyserling closed this public hearing.

MINUTES

Councilwoman Beer made a motion, second by Councilman Sutton, to accept the minutes of the October 25, 2011 work session. The motion to approve the minutes as submitted passed unanimously.

Councilwoman Beer made a motion, second by Councilman O'Kelley, to accept the minutes of the October 25, 2011 regular meeting. 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 ordinance on second reading. The motion passed unanimously.

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

Councilwoman Beer made a motion, seconded by Councilman McFee, to approve the ordinance on second 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 on second reading. Ms. Anderson asked that the matter be tabled to allow further work. Councilwoman Beer withdrew her motion and Councilman Sutton his second. **The matter was tabled.**

MOTION TO RECONSIDER ATAX FY 2011 GRANT DISTRIBUTIONS

Councilwoman Beer made a motion, seconded by Councilman McFee, to reconsider the grant distributions. Councilwoman Beer clarified that this motion would apply to one particular recipient. She said before the previous meeting's vote, she had understood that all the requests would be approved as submitted this year, but that they would look into a better way to restructure the Accommodations Tax from now on. **The motion passed 4-1, Councilman Sutton opposed.**

Councilwoman Beer made a motion, second by Councilman McFee, to accept the ATAX recommendation for Lowcountry Tourism. Councilman O'Kelley said he had received a letter from Lowcountry Tourism subsequent to council's denying the recommendation. **Jim Wescott**, director of Lowcountry Tourism, challenged council "to find a better bang for the buck for the small amount of money" the group had requested. They match every dollar from the city with \$38 from other Accommodations Tax money and state grants, and it is all spent on marketing. He described the work that Lowcountry Tourism does. He said the organization "definitely has a huge impact." **Peach Morrison**, assistant director, cited a competitive grant that scored the group high on the economic impact of their work, and she broke out some numbers that she said pertained directly to Beaufort.

Mayor Keyserling asked about the percentage of Accommodations Tax money generated in Beaufort that is given to other counties. Ms. Morrison replied that \$28,031 - less than 10% - was distributed to other counties. She said they ask for 6% of each of the municipalities' Accommodations Tax that they serve. The bigger players – as opposed to the smaller rural areas – offer more money.

Councilman Sutton said an entity like Lowcountry Tourism is not set up to be drawing from this pot, which is determined by a public citizens' board. He said he did not feel like Councilwoman

Beer did, that council would approve the TDAC funding this year and would start up the new effort after. It's not a given, Councilman Sutton said, that their organization or any organization would receive funding from Accommodations Tax money. He asked what they would do differently next year if the funding isn't available. Ms. Morrison said she's impressed by the city's confidence in their TDAC. They know the money is not a given, and there was another organization that asked for a higher percentage than Lowcountry Tourism did. She feels that they could work together regionally, and "that would be a positive way to go." If they don't get funding, she said, they "still want to be in the conversation." She sees Beaufort as a hub for trips to Savannah and Charleston, etc., which would mean that Beaufort would get the Accommodations Tax money from those tourists. Councilman Sutton said the Chamber of Commerce has the burden of the visitors' center, and there's not designated funding for that. Some of the Lowcountry Tourism money might go to maintaining that building, for example. Mayor Keyserling said this is an example of a State initiative which, as they cut funding, they force Lowcountry Tourism to shift its focus to local entities. Mr. Wescott said the state hasn't withdrawn any budget support from regional tourism programs.

Councilman McFee said things will be different in 2012, and he was "not in favor of this selective change" and had voted against it. There are cooperative efforts established, he said, and Lowcountry Tourism is "at the table as a partner and deserves the funding." He said the Chamber of Commerce and Main Street Beaufort should welcome Lowcountry Tourism as a partner and further the collaboration that they already do.

Mayor Keyserling said he'd change his vote because it's a matter of principle; council denied one organization and not the others and "singling one...out isn't the way to make the point." There is initiative to move forward now. **The motion passed 4-1, Councilman Sutton opposed.**

ORDINANCE ADOPTING THE SECTOR 1 CIVIC MASTER PLAN AS AN AMENDMENT TO THE COMPREHENSIVE PLAN

Councilwoman Beer made a motion, seconded by Councilman McFee, to approve the ordinance on first reading. Mayor Keyserling said he's "excited to have come so far so fast from the comprehensive plan." He described various issues with harbor management which he feels need improvement and haven't been addressed. This shouldn't be omitted from the comprehensive plan, he feels. Mr. Dadson said the plan for the harbor should be developed, but he wouldn't stop the amendment to the master plan. Mayor Keyserling said he feels it's "a gaping hole" in Sector One. Councilman Sutton agreed that the plan for the waterfront is missing. He said it could be included as a separate amendment. Mayor Keyserling said he doesn't want to hold up the passing of the ordinance, but he "just doesn't want it left out." Councilman Sutton said they could put in a placeholder. Councilman O'Kelley disagreed that the downtown and waterfront are unfriendly, but did believe that they could be better.

Mr. Martin said if council could approve on first reading tonight with conditions, the Office of Civic Investment could bring such a plan back to council for review prior to the final reading. Councilwoman Beer said "we've talked about this forever and nothing ever really gets done."

Mayor Keyserling said he feels strongly because since the comprehensive plan was passed, they have gone back to it and successfully found answers in it. **The motion passed unanimously.**

REQUEST FROM SOUTHERN SCOOTERS TO HOST ANNUAL MOTORCYCLE TOY RUN PARADE

Councilwoman Beer made a motion, seconded by Councilman O’Kelley, to approve the request for the December 11, 2011 event. Ivette Burgess said this is the traditional route the group uses. The motion passed unanimously.

RE-APPOINTMENTS TO THE REDEVELOPMENT COMMISSION

Councilwoman Beer made a motion, seconded by Councilman McFee, to approve the reappointments of Pat Kase and Keith Waldrop. Mayor Keyserling said council had stated an interest in having a conversation with the candidates. Councilman McFee said council had spent a lot of energy and effort to find their (council’s) replacements on the Redevelopment Commission. He felt that Mr. Kase and Mr. Waldrop would have no problem coming in to talk to council during the “combined” work session. **The motion passed unanimously.**

CITY MANAGER’S REPORT

Mr. Dadson said council needs to deal with its holiday schedule. Staff is recommending December 6 (when there would normally not be a meeting) as a work session and regular meeting and December 13 as a work session and regular meeting. Councilwoman Beer asked about the week of Thanksgiving. There was no discussion on the matter. Councilman McFee made a motion, seconded by Councilman O’Kelley, to cancel council meetings on December 20 and 27 and to have meetings instead on December 6 and 13. **The motion passed unanimously.**

A brief discussion ensued on the kosher nature of inflatable turkeys.

MAYOR’S REPORT

Mayor Keyserling said the Greene Street Gym is closed on weekends now. After the shooting there, Anita Prather had had a meeting and developed a group that on Saturday, put together a basketball competition with few resources for Burton, Beaufort, and St. Helena kids. He was impressed by the community response. The PALS board had approved this group for access to the Charles Lind Brown Center for meetings, athletics, etc. There’s potential for the YMCA to take over the management of the facility. Mayor Keyserling stated his support for this facility as a community center for active recreation.

REPORTS BY COUNCIL MEMBERS

Councilman O’Kelley reminded everyone of the birthday of the USMC.

Councilwoman Beer reminded council that they would all be in the parade on Friday.

Councilman McFee said on Thursday evening at the Beaufort High School Performing Arts center there will be a show, part of the proceeds of which will benefit the Beaufort 300 Fund. Also, Founders Night 2 will be at Waterfront Park on New Year’s Eve. A portion of any purchase

made at Lulu Burgess will be given to CAPA, and the purchaser will receive a halo on November 9. He went on to review other calendar events in the community.

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 8:23 p.m.

ATTEST: _____
IVETTE BURGESS, CITY CLERK