

A work session of the Beaufort City Council was held on May 21, 2013 at 5:00 p.m. in the City Hall Planning Conference Room, 1911 Boundary Street. In attendance were Mayor Billy Keyserling and council members Donnie Ann Beer, George O'Kelley, Mike Sutton, and Mike McFee, 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.

The mayor called the work session to order at 5:00 p.m.

PRESENTATIONS OF DEPARTMENT BUDGETS

PLANNING

Libby Anderson discussed the budget line items; the largest are for Building Code officials; property management code enforcement; and demolition of dilapidated structures if the need arises. Mayor Keyserling asked where reimbursement comes from for the \$200,000 for building code enforcement, and Ms. Anderson said it comes in with permit fees. Councilman Sutton asked if there was a demolition line item before, and Ms. Anderson said it was in last year's budget and wasn't used. If the need arises for demolition, she said she would like to have the funding to do it. Mr. Dadson said Ms. Anderson's department expenses have decreased over time. Councilman Sutton said it's a contingency fund and not enough to cover what full code enforcement would require. Mr. Dadson said they never get the money back, and Ms. Anderson said they probably won't, but occasionally they do. Mr. Dadson said "it's in its proper place."

Ms. Anderson said in regard to office supplies, there's an increase proposed based on past history. Lease equipment is the same as last year; postage is the same at \$1000 for notices, plans for review, etc. Printing for \$2000 can go down a little bit, as can publications. The department would like to keep travel/training at \$5000. Fuel is proposed to be up a little bit now that they have a new vehicle. Front office staff wears polo shirts, and those are listed under uniforms, not supplies. She said that **Kathy Todd** had said that the phone share for the planning department should be in their budget.

Mayor Keyserling asked where the absorption of the Office of Civic Investment goes. Mr. Dadson said he'd look for it. He felt they put it under "redevelopment." He then said "it was called out separately." Council and the public had no questions of Ms. Anderson.

POLICE DEPARTMENT

Chief **Matt Clancy** described the 2012 activity in the police department, including calls for service; the number of citizen generated calls went up a little bit, he said. He went on to describe ongoing programs: the Community Response Team, Operations Master Sergeant, and Facebook. He described the various partnerships with the police department and other entities including the Port Royal police department, BCSO, the US Marshal Service, ATF, FBI, DEA, the city's Public Works, the Beaufort – Port Royal Fire Department, TCL, and a school district liaison.

Chief Clancy showed comparisons of law enforcement staffing county-wide. A federal grant request has been applied for from C.O.P.S. to provide up to 75% of the cost of two officers for three years.

In regard to the budget, the capital has increased because the department is asking for four cars, Chief Clancy said. They are \$59,000 above last year's budget and most of it is for vehicles. Most of what has increased is due to "the price for things they need such as body armor, fuel," etc.

Four vehicles, tasers, pistols, and handheld radios need to be replaced. Chief Clancy then showed the cost breakdown for a patrol vehicle. He went on to show the distribution of calls for service based on districts. The highest was "from Sycamore on out" – Wall-Mart, some shopping centers, Cross Creek apartments, etc. – and the lowest number of calls was on city property on Lady's Island. 14 calls came from outside the city limits, and 2 calls were on the water.

Councilman O'Kelley asked, when outfitting a car, if the blue lights, cameras, and radar from the cars being replaced might be transferred to the new cars. Chief Clancy said some pieces can be, but equipment from the old Crown Victorias isn't necessarily compatible to the Chargers, and they have stopped making Crown Victorias. Councilman O'Kelley asked if they were doing "Charger for Charger replacement" yet, and Chief Clancy said no; the oldest Chargers are from 2009.

Chief Clancy said in regard to traffic policing, they use "hot spots," citizen complaints, and patrols where there have been accidents to determine where to be.

Mr. Dadson said the chief does a good job managing his budget and working with others in "good relationships." Chief Clancy said it helps that at the street level, officers cooperate and the same teams work at the same time. "Certain things happen, and the other agencies come before they're even called," Chief Clancy said, i.e., when there's a need for a dog. Also, they have a monthly Beaufort County chiefs association meeting with department heads and other agencies, and "it's a good opportunity for people to sit down and work things out."

Councilman Sutton said the budget is \$60,000 up from last year, but the capital breakdown is \$100,000, and he wondered how this fits into last year's. Chief Clancy said last year was \$54,000 less. Mayor Keyserling said it's a \$30,000 increase outside of the capital purchases.

Councilman Sutton asked about long-range capital planning and said the police department had had long-range planning which was pulled off the budget like for a police boat. Councilman Sutton said they have one police boat, and "it's getting old," so they will have to upgrade, and he asked how they plan to maintain the asset. Chief Clancy said it's on the long-range budget for 2015, and the current boat has been appraised. The engine on it is highly desirable, and someone looking at it said when they trade it in, they will get a good value for it. They "are looking at a smaller boat that can get around better." They want to get it out more, Chief

Clancy said. They had a request to go to the islands of Clarendon, for example. They have 5 trained boat operators, he added.

Councilman McFee asked about the doubling of the amount for prisoner travel and meals for housing juvenile offenders by the state, and Chief Clancy said that they have to pay a daily rate for the offenders to stay in juvenile justice. They had a North Carolina runaway, and there were issues arising from returning her. The city got a bill that they fought, but it was only partially reimbursed.

Councilman Sutton asked about the radar display, and Councilman McFee said it's on Rodgers Street now.

Councilman Sutton said "the bike team can circle (his) house any time." Councilman O'Kelley complimented the bike team at the **Candice Glover** event. Chief Clancy said he'd like a greater motorcycle presence because if Boundary Street or a bridge is blocked, for example, due to an accident, motorcycles can get through when cars can't, and he'd like, in the long-term, to bring them back. He added that the motorcycle graduates have to ride a very rigorous test course.

PUBLIC WORKS

Public Works Administration

Isaiah Smalls said in regard to line items, that the drivers were required to be tested. Also, their building houses one of their partners, and "the old building is taking a beating" that they need to do things like upgrading restrooms, so there's an increase in the budget for those sorts of repairs. The garage doors, tables, and chairs that they share with City Hall "need to be more presentable," as well as upgrades to the facility itself.

Mr. Smalls reviewed what the Public Works Administration does and the groups for whom it provides management and coordination, such as stormwater management, traffic control, etc. He reviewed Public Works Administration expenses. There's a request for vehicle replacement, but they plan to operate them for 8 months into the budget year, Mr. Smalls said, and as the vehicles get older, the maintenance and repair expenses go up. They want to replace two vehicles with new ones, and the replaced vehicles will go into the fleet. Two will be gone by next year, and the replacements will roll in and replace those two 14-year-old vehicles. The other increase is a 31% increase in insurance, Mr. Smalls said.

Streets

Mr. Smalls said the city still maintains assets that are not the city's: 26 lane miles (15%) are the city's and 85% are SCDOT's. Neither the gas fees nor anything else has been increased to pay for that. Though only 19% of all public roads are state-owned in the US, in South Carolina, more than 62% of the road miles are state-owned and 38% are locally owned. The rate of 16 cents per gallon is the lowest in the country.

The tree canopy has not been maintained, Mr. Smalls said, and if it's not maintained, SCDOT will use a buzz bar which will decimate the trees, so Public Works is asking for a canopy expert

to come in and trim the trees. He detailed other requests for increases for line striping, the bucket for installing Christmas decorations, etc. Line item 52-50 is for rehabbing some equipment, Mr. Smalls said.

In regard to the lawn mower, Mr. Smalls said that they expect the price to go down by 30% from the market price. The travelling per diem has doubled, and that's because they are trying to keep the training for the employees up to date.

Maxine Lutz asked about the \$3000 for maintenance of the gravel street in Midtown. Mr. Smalls said it's not just for Midtown but also for other gravel lanes. Ms. Lutz asked if, when a developer puts an alley in his development, if it's up to the city to maintain it, and Mr. Smalls said it depends on the agreement made with the city and the developer.

Parks Department

The largest increase is Waterfront Park, which was funded out of TIF money, and now it's not, so it's gone from \$5000 to \$355,000 which is a contract for the maintenance of 6 blocks of the core commercial district and Waterfront Park. There are also increases for Horse Hole Park. Councilman O'Kelley said he saw the concrete and sod, etc., but the capital acquisitions are up, and Mr. Smalls said the other items were on the following page. He reiterated that two vehicles need to be replaced and described how they will be rotated in and out.

Traffic Control

Mr. Smalls said the contract with DOT is for \$58,000. They provide all the equipment, and for \$38,000 "get the bucket truck and Frank and Al." Mr. Smalls said the current bucket truck is a 1994 purchased in 2000 and "it's failing." The cost is in the capital operating budget, Mr. Dadson said. The other increase is in street name signs. Mr. Smalls said that they need to go to 6" lettered signs because of regulation changes. Mayor Keyserling asked if that shouldn't be done by SCDOT, and Mr. Smalls said it never has been since he's been here.

Stormwater

There's an increase because of a request for uniforms, and because the prices have gone up, Mr. Smalls said. Maintenance repair to heavy equipment is due to the sharing of the expense of the rehab of a backhoe. They want to invest some money in the street sweeper to try to extend its life; they are requesting \$20,000. Under contract services, the Greenery is street sweeping; Mr. Smalls said Public Works had researched a price if they were to do it in-house, and the cost was "astronomical" (\$200,000) so they are "at optimum splitting in-house and contractual services."

In regard to capital acquisitions, Mr. Smalls said there are 4 projects requested, which he described. Mayor Keyserling asked what the difference in the fee would be to make up the \$100,000, and Mr. Dadson said approximately \$1.50 – \$2.00 to cover costs. Councilman Sutton said the intent was to identify actual costs and charge accordingly. If any line item isn't working, they need to raise fees to make it match. Mr. Dadson said the fee is covering it at this point, and at the end of the 5-year contract with sanitation, they want to redo it. Mr. Smalls said they

are planning on putting out an RFP after another year. Mr. Dadson said the contracts have been increased to close the gap over the years. Expenditures and revenues meet at the end of the 5 years of a contract and then they will go out to bid again.

Mayor Keyserling said he sees one of "the biggies" as the Spanish Moss Trail; Mr. Dadson said downtown is a separate contract. Mr. Smalls described the requests in 502-5102 under "contractual services." Councilman Sutton said because of the TIF district change at Waterfront Park, Public Works has been looking at it, and Mr. Smalls said it's been reduced. Mr. Dadson said it's reduced by \$84,000.

Councilman Sutton asked, in regard to the striping of spaces on Bay Street when the next time was that it was due for paving. Mr. Smalls said it's probably in 2014. Councilman Sutton said he felt that they shouldn't be striped and then paved over a year later. Councilman O'Kelley said they're "plenty visible" in his opinion. Mr. Smalls said they would coordinate with DOT, and Public Works will stripe them, then DOT will pave and stripe, and then Public Works will do the thermal after that.

Councilman Sutton said in regard to the sub-contractors "it's interesting to watch the system work." He cited a time when he couldn't ride on the sidewalk while it was being worked on and then saw someone in a wheelchair who couldn't get on the same sidewalk. Councilman O'Kelley said there are two places like that on Boundary Street. Councilman Sutton said until you use a sidewalk, you don't notice the problems.

Councilman Sutton said that on the service contracts, in the course of the budget process, he will tell them "to scratch some money." Public Works is just leveling out from a major change in operations, Councilman Sutton said, and is finding its footing, and the budget should reflect that. The service contracts are a big part of their budget. The TIF is expiring and will be absorbed somehow. They have to fund 100% of the services that are required, but not those that should be others' responsibility. He said they "need to find a stopping point for things like playground equipment until the revenue starts coming back." He wondered if they had gotten other bids for the Spanish Moss Trail, and Mr. Smalls said no. They extended the contract "because from the time they opened it, it's been pro bono."

Councilman Sutton said they will be discussing fees that they have never had "that will be on the backs of people in the city, not those who drive *through* the city but don't live here." Mr. Dadson said "LOST (local option sales tax) is the answer to that and equalizes the in and out of the jurisdiction matter" and shares the burden more equally. Mayor Keyserling said that's 1-2 budgets away, though. Mr. Smalls said they have reduced contract services by \$350,000.

Councilman Sutton said in regard to the vehicles and rolling stock, in the past they bought "vehicles that didn't look like typical service delivery vehicles." He would like to see that "the new ones don't have certain features." Councilman O'Kelley said "it's not good when they have a department head driving a fully outfitted SUV."

BEAUFORT REGIONAL CHAMBER OF COMMERCE – DMO UPDATE

Robb Wells offered an update, beginning with looking back at what the Chamber of Commerce wanted to accomplish when he was hired. He showed the core markets and said they were similar to those that are requesting new information about Hilton Head Island, so the Beaufort Chamber of Commerce is “intercepting some folks that are going there,” which is their plan. They had gone back to the 2009-2010 “enrichment campaign.” He showed some examples from the creative of that campaign. They received 81,000 view clicks for the downtown Beaufort video.

Mr. Wells said on YouTube, the targeted demographic will see some of the video, for example, when they click on “kayaking” or “paddle boarding.” He went on to show some examples of click and impression ad buys.

Mr. Wells said some of the motivations behind high-end travel are “personal enrichment,” “seeking adventure,” “seeking authentic experiences,” and “multi-generational travel.” He said “Insta-travel” is people posting photos to Facebook, etc., while travelling. Art collecting while travelling is a trend, too, as is “the opportunity for historical trails.”

Mr. Wells showed paid placement in print that the Chamber of Commerce had done about Beaufort in more than 5 million issues and said that “they all provide leads.” 13,500 leads have been generated – before he assumed his position, it was 76, he said – from print alone. The cost per lead has dropped to \$13.88. Mr. Wells went on to discuss paid ad placement online. 3-4 of the 21 site visits that a typical trip planner makes are to Trip Advisor. He discussed other online media that the Chamber of Commerce uses to market Beaufort.

Mr. Wells said, in regard to collaboration, that over a \$130,000 in publicity value was received for the Big Storytelling Festival. Since September 2012, they have generated \$1.2 million in editorial coverage. Tracking last year showed \$330,000 last year in editorial coverage. He went on to describe the use of mobile devices and the Chamber of Commerce’s website as resources.

Facebook is also part of “owned channel strategies.” The Chamber of Commerce page has more than 20,000 “likes.” Mr. Wells discussed “continuing the momentum” with research / conversion study, “lead generation with brand awareness undertone,” collateral development, and community collaboration. Mayor Keyserling said his Facebook views jumped 29,000 when he posted the *Coastal Living* article. Mr. Wells said that Beaufort has “all the selling points of a bigger coastal city...only less bulky and more relaxed.”

ADJOURNMENT

There being no further business to come before city council, the meeting was adjourned at 7:10 p.m.

ATTEST: _____

IVETTE BURGESS, CITY CLERK

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