

A work session of the Beaufort City Council was held on October 14, 2014 at 5:00 p.m. in the Beaufort Municipal Complex, 1901 Boundary Street. In attendance were Mayor Billy Keyserling, Council members Donnie Ann Beer, Mike McFee, Mike Sutton, and City Manager Scott Dadson.

Councilman O'Kelley was absent.

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

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

FY 2015 ACCOMMODATION TAX (ATAX) GRANT AWARD RECOMMENDATIONS

Chip Dinkins said the TDAC committee had met September 15, and he proceeded to read the amounts recommended to various applicants.

Historic Beaufort Foundation was "looking to place ads," he said; the committee's recommendation was for \$3,125. The publication they are seeking to advertise in is the *Garden Society of America*, **Maxine Lutz** said, not *Garden and Gun*.

Santa Elena Foundation has a recommendation of \$6000 with a balance at the end that might supplement that award if council feels that's right, Mr. Dinkins said. Dr. **Andy Bell** request was for money for creating materials – now have rack cards; made a web site which is part of an aggressive digital marketing campaign which they would use additional funds for. The 3rd piece is for film marketing – creating a trailer to try to get people to visit Beaufort. They still lack a physical location for an interpretive center. They have proposed to Beaufort County to use the federal courthouse as an interpretive center. The exhibit they are interested in will be available this spring, and they may be able to be open in the late spring if they have a location. Mr. Dinkins explained the pieces that the committee had interest in seeing financially covered.

Laura McAlhaney asked how much of the film is done, and Dr. Bell explained. Councilman McFee asked the intended distribution of the rack cards. **Robb Wells** said that they would "use them for fulfillment...when the history question comes up," and they'll be at the SC Visitors' Center, as well as when the foundation gets requests for information, Dr. Bell said.

Councilman Sutton asked about the courthouse: how big of a display area there is and what sort of presence they would have in the courthouse. He said he wanted them, as a new player, to not have to come to council over and over for funding. Dr. Bell said they intend to use the whole building; they will look for some county support, but they also have a plan for private funding. They would like to repurpose the building, and they would expect other groups to come in behind them, ultimately. Councilwoman Beer said she thinks that this is one of the most important things to come down the pike in a long time. Ms. McAlhaney said the \$6000 was to pay for the story writing for the short film, and the marketing brochure and rack cards. Mr. Dinkins said the new number would be \$8000.

Councilman Sutton said he had a problem with the group only getting a part of the funding they need. Ms. McAlhaney said the committee felt compelled to look at it as seed money to help them get started. Mayor Keyserling said he'd take it to \$10,000 but designate it to be to reach further out because it will be a huge opportunity for downtown Beaufort. It's not really a start-up, he said. They have international contact, the support of the government in Spain, and a board member who's a twentieth grandson of the founder. Mayor Keyserling said he sees the digital marketing as where he would put his money because it gives the most impressions of Beaufort. Councilman Sutton said he would support that, but he thinks the council should get through the rest of the presentations.

RH Anderson SCV Camp #47 – Beaufort District Troop flag – Mr. Dinkins said TDAC was comfortable with the recommendation this year; they didn't feel like they had seen an effort to raise the funds for the flag's restoration. **Jody Henson** said this was a one-time ask. He explained why there had been a hold up in spending the funds TDAC had given the year before. **Anna Schaeffer**, who works at the museum, had come before TDAC for him, and the committee had asked her why the money hadn't been spent. They have spent money to bring the flag up, Mr. Henson said, from the Confederate Military Room. It's been processed and sent up to the conservatory. It will take 4-6 months to restore it.

Mr. Henson said the group has requested that the SCV camp hold its convention in Beaufort in 2019. They had it in 2006 and brought 500 people to the Arsenal and Beaufort over a weekend. Once the flag is here, 3000+ Sons of Confederate Veterans and the UDC (Daughters of the Confederacy), which also number in the thousands, will come because "this is their flag." When it's finished, they will bring the flag down and expect payment for it in full. They will ensure that the museum is taking care of it. As far as he's concerned, Mr. Henson said, "It's permanent." **Ivette Burgess** said Mr. Henson had just submitted the receipts today. Councilman Sutton said he advocated putting in \$5000, and "Let's get this deal done." Mayor Keyserling said he would like to hold this in reservation until the end "to see if the balance is there." Mr. Dinkins said that the committee had wanted to see additional fundraising done in the time since the last TDAC.

Black Chamber of Commerce – \$30,000 was requested and the committee recommended \$20,000 for the general marketing of the City of Beaufort outside a 50-mile radius, with \$5000 for the Gullah Festival and \$5000 for the Gullah Christmas, both marketing outside the 50-mile radius, according to Mr. Dinkins. They advertise Beaufort in a different way than the Beaufort Regional Chamber of Commerce does, he added. **Liz Mitchell** said they work with other chambers and with **Anita Prather**. The Black Chamber of Commerce markets Beaufort to a different target group than others. She said that they are asking council for an additional \$6510 for a new plan that wasn't committed to when they came before the committee: to target the Columbia audience for the December Gullah Christmas event and then the Gullah Festival in the spring. They have never yet focused on Columbia. **Larry Holman** said he focused on an African American tourism program and the Columbia program rated #11 because of the high percentage of African Americans living there. Charleston is getting a lot of Columbia traffic, so Mr. Holman said they felt like they could penetrate that market more; that will bring in groups

that will stay a minimum of 1 night and maybe 2. They had ads in mind for where they would present. Mr. Holman clarified that they were asking for \$3000 more per each \$5000 that had already been designated by the committee. Mr. Dinkins said that \$10,000 is going to marketing those 2 events, and “there may be an opportunity to add to it.”

Councilman Sutton asked for the feedback the group had gotten on those 2 events. Councilman Sutton said that he heard the Gullah Festival wasn't as well attended as it has been in the past. Ms. Prather said that that was true. The marketing was done later than they had anticipated because of “uncertainty about the space.” Mr. Holman said the location was a part of it, and next year they might have a better venue. On the other hand, Ms. Prather's Christmas show had its best year yet. Ms. Prather said they were in a transition at TCL last year. They hope to get back to Waterfront Park. **Jane Sidwell** said they could consider, if the marketing were “realigned,” testing the market in Columbia with their TDAC funds and maybe spend a little less of it elsewhere. Ms. Prather said they try to sell busloads for the Gullah Christmas event, and people stay at the Hilton Garden Inn as part of a package.

SC Lowcountry Tourism – Mr. Dinkins said TDAC had recommended \$11,500. **Peach Morrison** said they are working with Mr. Wells, Main Street Beaufort, and other groups. Hilton Head Island will take the group along for a convention and also to the American Bus Association in January. Ms. Sidwell said the committee was impressed by the organization's use of more digital marketing, because the reach of it is so much greater than rack cards.

Friends of Hunting Island – Ms. McAlhane said the pass is available at area hotels, and guests get into Hunting Island free. Mr. Dinkins said the hotel and TDAC each put up half the money, and people can go to Hunting Island for free; hotels list it on their web sites as an amenity. The hotel gets the pass back, and it is meant to attract people to Beaufort to stay in the hotels, and Hunting Island sells more season passes for the year. Mr. Dinkins said the uses aren't really tracked; some hotels do and some don't. Mr. Dinkins said the committee asked the Hunting Island people to ensure that the information was on the hotel's web sites. The city is only paying for a third of this, not a half, Ms. McAlhane said: the Friends of Hunting Island, the city, and the hotel each pay a part. They included commitments for 4-5 different hotels in their package, Ms. McAlhane said

Penn Center – TDAC recommended \$11,800 for Heritage Day advertising. Mr. Dinkins said TDAC is “encouraging (groups) to avoid marketing to the Savannah tourist” visiting Beaufort because they tend to be day-trippers, per the Chamber of Commerce. This emphasis was made to the Penn Center people, Mr. Dinkins said. The committee feels that Penn Center is “a cultural jewel of the Lowcountry,” and they would like to see it marketed well. Councilman Sutton said, “There is always a struggle out there at Penn Center.” Mayor Keyserling said they are doing well at the promotion of culture. **Victoria Smalls** “has accelerated the diversity of events,” partnerships, etc. and is obviously excelling at that, he feels. Ms. Sidwell said Ms. Smalls' presentation was “passionate,” and she will use social and digital media, which is good. Mayor Keyserling said that he gets something from Penn Center weekly for submission in his newsletter. Mr. Dinkins said they had struggled to submit receipts last year, and the committee

shares Councilman Sutton's concern. Mr. Dinkins said some of last year's money might be coming back to the pot. The audit reporting was better, but they struggled. He feels that if Ms. Smalls "stays with it," she will follow through.

Beaufort Regional Chamber of Commerce – For Visitors' Center operations, TDAC funded \$35,000 of the \$50,000 request. Mr. Wells said the money is for fulfillment of requests for information with guides, rack card distribution, etc. "These are the guys who are boots on the ground," he said, including looking up room rates for visitors. They do match this with private money, and the Visitors' Center serves its purpose in this city. With the history museum in their building, too, they "are having some successes." The visitor count is going up. People always ask what is upstairs, Mr. Wells said, and they can point to the Historic Museum now.

Mr. Wells said the air conditioning was taken care of; the elevator is still being built now. Councilman Sutton said trees are growing out of the parapet, and he is concerned if anyone is ensuring that the building is being maintained. He thinks that the money should be spent on maintenance, not fulfillment, etc. There should have been a request to get the tree out of the parapet, to reseal the roof, to upgrade the bathrooms, etc. Mayor Keyserling said the money for that would come from the same place, "but there might be surprises." They need to be cognizant of needed repairs and need to ask for money for that. Councilman Sutton said there's no line item for the maintenance of the Visitors' Center. The leaseholder is the city's partner. There are funds that could be spent for things other than operations. Councilwoman Beer said the building couldn't go back to the condition it was in at one point. It has to be maintained. Mayor Keyserling said he thinks Councilman Sutton is saying that there ought to be a contingency fund for this sort of thing, because if the Chamber of Commerce has to come to the city for it, it's not there. Councilman Sutton said they should use this venue (TDAC) "for possible funding to keep the building from falling apart." Mr. Wells said he and **Al Johnson**, from Building Codes, have identified some areas, and he knows what some of the issues are. They are trying to get through with work on the elevator and need to reroute some pipelines. Mr. Wells said they are working with Public Works, and they need to identify other needs. In regard to the concern about the building falling down, Mr. Wells said, "those conversations need to happen." Councilman Sutton said the Chamber of Commerce needs to have a capital plan for the Visitors' Center. Councilman Sutton said TDAC increased the grant amount for the Chamber of Commerce by \$5000 over last year.

The big request from the Chamber of Commerce was for \$100,000 for the general marketing of Beaufort, Mr. Dinkins said. For 3 years, "they have done a great job" and "partnered with a lot of groups," Mr. Dinkins said. There's been an increase in tourism dollars to be doled out, and that's in part because of the Chamber of Commerce. Mayor Keyserling said he has a level of confidence he didn't have 2 years ago. Mayor Keyserling recalled the seasonal element that Mr. Wells had brought up in his council presentation a month before; the mayor wondered if it might be a good idea for TDAC to give extra points to projects that happen in months where tourists aren't regularly there. For the DMO to change, they can't stay at par, he said; they need to make strategic moves and this allows that. Mayor Keyserling said that's the case with every group. He said the Santa Elena group, for example, could ask Mr. Wells when the best times

might be to have an event, e.g., when there will be rooms available. He suggested that TDAC and the Chamber of Commerce “look at events that will fill in the holes.” Mr. Dinkins said some of the events and festivals have made the times that didn't used to be high tourism higher because of the events.

Councilman Sutton said the Chamber of Commerce went from being awarded \$65,000 last year to \$90,000 this year. Mr. Dinkins said there was less money to give away in the past. Mr. Dinkins said in the last few years, the committee is giving more money to the Chamber of Commerce, and that was at council's direction. Mayor Keyserling said the commitment on the Chamber of Commerce's part was that they would further leverage partnerships. “The research is in the grant ask,” Mr. Wells said, and Mayor Keyserling said that's part of the increase. Councilman McFee said the Chamber used to do one ask, and then council said to separate operations and marketing. Councilman Sutton said he appreciates the committee looking at it as a centrally located source of funding. He felt the various groups were not working together before, they were asking for the same thing year after year, and no one was checking receipts. He asked if they “were getting there.” Will \$90,000 include cultural marketing in Columbia, too? he asked. Mr. Wells said, “That's a part of the story that we tell.” Where the Black Chamber of Commerce spends their money is different, he added. The Chamber of Commerce “capitalizes on those time periods.” He designed the ad that the Black Chamber put in *Pathfinders* magazine. The Chamber has a relationship with a vendor who gives them a great rate. It's rare that they advertise in the same spots. Ms. Prather said they had paid for some ads last year, and the Chamber of Commerce had paid for some.

Councilman Sutton asked what Mr. Wells would tell the committee next year that they did with their \$24,000 in “new money,” and Mr. Wells said he would “show what new markets we went to.” They cannot afford to send something out on a whim, he said, because they know they will have to answer those questions, so it has to be trackable and have a return on investment. Ms. Sidwell said the collaboration is becoming clearer in the applications. Ms. Burgess said they have seen it in tracking the reimbursements, too.

Beaufort Art Association – Their grant request was for rack cards. Mr. Dinkins noted that TDAC had noticed a death of applications to do with art; the focus was largely on culture and history not the arts.

Main Street Beaufort – TDAC recommended \$15,000, Mr. Dinkins said. The committee liked everything about the application except the Wi-Fi, which the committee thought “was going to be a one-time thing,” so they didn't fund that element. **LaNelle Fabian** said she didn't feel that Main Street Beaufort had led the committee to think that the ask for Wi-Fi was a one-time thing. Main Street Beaufort obtained a match for TDAC funding, and are 5 months in because of when the ATAX meetings were. They want to expand and grow the Wi-Fi, Ms. Fabian said, and would appreciate more funding. They have secured the private funding half.

In regard to the TV advertising, Mr. Wells had done research, Ms. Fabian said, about the Savannah market. She has a Savannah buy in her ask and half of it's matched. They had asked

for funding for this TV ad in the Savannah market, which is running and “excellent.” Mr. Dinkins said they need to advertise in Savannah, but— Ms. Fabian said that Parks, Recreation and Tourism had funded her for Savannah. She would like the committee to reconsider its stance on doing “absolutely nothing in Savannah.” Mayor Keyserling said a TV buy in that area would go further than just Savannah, “so you are reaching more than just day-trippers.” Ms. Fabian said they would rather have the TDAC award for half the Wi-Fi and find somewhere different than Savannah to advertise.

Ms. Fabian then said the Wi-Fi program could end if they don’t get this TDAC funding. Advertising on the splash page covers the other half of expenses (that Accommodations Tax grant money doesn’t cover). Councilman Sutton said he doesn't mind fully funding it. He said Main Street Beaufort “could look at other streams to get this going.” Mayor Keyserling asked if they were selling ads, and Ms. Fabian said that is how the other half of the expenses is paid for. The ask, Ms. Fabian said, is half of what they need, and “the rest is funded properly.” Councilman Sutton asked if they could make more money if they made the site “more reasonable to go to,” like with a camera app. Ms. Fabian said they have talked about that, and they need a location. Councilman Sutton said they might be able to fully fund the project then, if people could log on and see Waterfront Park. It would be an additional \$4000 to fully fund Main Street Beaufort, Mr. Dinkins said.

Spanish Moss Trail – The request was for drinking fountains and wayfinding signs, Mr. Dinkins said. **Dean Moss** said wayfinding signs are \$10,000, and a donor is ready to fund 50%, so they would like to take the money in toto and get the signs done, not use it for water fountains, which two donors will fund. Mr. Dinkins said the committee felt that the signs are “street maintenance.” Councilman McFee said TERC’s (Tourism Expenditure Review Committee) response is that the wayfinding signs are “a service to the visitors.” The total request would be \$5000, all of which is to be spent for signs. \$800 will go back into the fund.

Lady’s Island Garden Club – Mr. Dinkins said the group had come to TDAC looking for funding for signs for its Tree Walk, but the committee didn't feel that the project would draw people to town or provide a service to visitors when they were here. The app for their iPads that the Beaufort Elementary 5th graders were designing would be a digital tour of the trees for tourists. Mr. Dinkins said the club wanted to re-sign the trees and re-do their guides. Mr. Wells said the Visitors’ Center has the guides. Ms. McAlhane said they had wanted the booklet to be moved to the app, and Ms. Sidwell said they didn’t feel like it would be available to all tourists. Councilman Sutton said maybe they could come back to the committee at another point.

Arts Council – As part of a campaign called “Let Beaufort inspire you,” the group requested funding for “rack cards and radio,” Mr. Dinkins said. Mr. Wells said, “It’s a cultural calendar...piggy backing on the community calendar and the Chamber’s ‘Inspire’ campaign.” They will go up and down the I-95 corridor with the cards. The \$1900 request was for the arts-specific funding. Mr. Dinkins said the group would have to fulfill what they have asked for in order to get their money back via the grant reimbursement.

Sea Island Rotary is having their biathlon in March, Mr. Dinkins said, and had asked for help with marketing. The money the committee recommended was specifically for an ad to run in North Carolina to get people to come to town for the event. Councilman Sutton asked if they came up with the ad or if the committee did, and Mr. Dinkins said Sea Island Rotary did.

Exchange Club – Mr. Dinkins said the award was for \$1500 to advertise the Ghost Tours in the Columbia/Greenville area next year.

Council discussed how much funding remained and where they could add to groups' funding. Mayor Keyserling said he could "live with \$5000 for the flag." but he "would love more community buy-in." He wants the group to be able to pay for it. Councilman Sutton said he thinks this a big boost to the fledgling museum.

Since there's a remainder, on the Chamber of Commerce/Visitors' Center, Councilman Sutton would rather have the Chamber's increase go into upgrades for the Visitors' Center. Mr. Dinkins said the committee is comfortable with the overage going to emergency needs, but he said the way **Kathy Todd** deals with the funding is "first in, first out." \$32,000 is awarded, for example, and it could come in at \$28,000. Councilman Sutton said then they "should just park the money" (the \$4500 that is left over, which can roll over to next year) and that can be done for 2 years. Councilman Sutton said he would like to put \$10,000 of the additional given to the Chamber of Commerce into a Visitors' Center maintenance fund. The potential capital for the Visitors' Center "could be a note on the \$4500." Mr. Dadson said the city has just started taking over maintenance on the facility and next year, they will have a better handle on what needs to be done for the building.

Mayor Keyserling asked what it costs to operate the Visitors' Center. \$127,000 a year, Mr. Wells said. That's for O&M, and they split overhead with the Beaufort Historic Museum, and it's around \$120,000 for operations. They asked for \$50,000, and they can match that. The Visitors' Center is "a hub for the tourism and ticket sales," Mr. Wells said. For the capital improvements, he can ask for a grant and has to do so "under TERC's rules." They "know the money is there in a cushion" with the \$35,000.

The Santa Elena grant was brought to \$10,000. Ms. McAlhaney asked the total remaining to work with. Mr. Dadson said they had added \$4000 to Santa Elena, \$5000 to the CV and \$5000 to Main Street Beaufort. They said they would circle back on the Black Chamber of Commerce. Ms. Burgess said protocol is to have the requestor ask separately for something new in the form of a grant. They are able to spend the \$10,000 they were awarded as they like, so that project in Columbia can happen without the additional money. If they want to use some of the money they have already been awarded for Columbia, they can do that, as long as it's for the same function. Mr. Dinkins said council could also award additional funding, if they would like.

EXECUTIVE SESSION

Pursuant to Title 30, Chapter 4, and Section 70 (a) (2) of the South Carolina Code of Law, **Councilwoman Beer made a motion, second by Councilman McFee, to enter into Executive**

Session for the purpose of discussion of an appointment to a public body.

The work session was adjourned at 6:44 p.m.

A regular meeting of the Beaufort City Council was held on October 14, 2014 at 7:00 p.m. in the Beaufort Municipal Complex, 1901 Boundary Street. In attendance were Mayor Billy Keyserling and council members Donnie Ann Beer, Mike McFee, Mike Sutton.

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.

Councilwoman Beer made a motion, second by Councilman Sutton, to come out of Executive Session. The motion was approved unanimously.

CALL TO ORDER

Mayor Keyserling called the meeting to order at 7:00 p.m.

INVOCATION AND PLEDGE OF ALLEGIANCE

Councilwoman Beer led the invocation and the Pledge of Allegiance.

PROCLAMATION OF OCTOBER AS ARCHAEOLOGY MONTH

Councilwoman Beer made a motion, second by Councilman McFee to approve the proclamation. Councilwoman Beer read the proclamation. Mayor Keyserling presented it to **Mary Lou Brewton**, who said they had posters to hand out. October 23-25 there would be a film festival on Hilton Head Island at Coligny Theater.

RESOLUTION COMMENDING ROD MATTINGLY FOR HIS TIME SERVED ON THE ZONING BOARDS OF APPEAL

Councilwoman Beer made a motion, second by Councilman McFee to approve the proclamation. Councilwoman Beer read the proclamation. Mayor Keyserling presented it to **Rod Mattingly**. Mr. Mattingly thanked city staff and said they made the work of the board easy.

PUBLIC COMMENT

Ms. Fabian said the national Main Street Center had asked everyone to follow its Facebook page to see if Beaufort's Main Street was announced as a finalist.

PUBLIC HEARING: ORDINANCE REZONING SEVEN PARCELS OF PROPERTY LOCATED OFF ROBERT SMALLS PARKWAY FROM GENERAL COMMERCIAL DISTRICT (6) AND COMMERCIAL REGIONAL DISTRICT (1) TO HIGHWAY COMMERCIAL DISTRICT

Mayor Keyserling opened this public hearing. Libby Anderson showed the parcels that are proposed for rezoning; they are of many sizes and shapes. The addresses are in council's packets. All the properties are undeveloped, and some don't have addresses yet. Six of the properties are in the city, and one is proposed to be annexed. All are zoned General Commercial district, which permits many uses, though there are limits on some auto-oriented uses. The property proposed for parcel 481/23 Horton Dr. is zoned Commercial Regional under the county's zoning – its most intense designation. The proposed rezoning is Highway Commercial district. It permits vehicle-oriented uses. In regard to the comprehensive plan, which designates it Core Mixed Use, the zoning change is consistent. Rezoning is also consistent

with the draft form-based code. The Burton Hill Road corridor is T-5, and that would be consistent. Other uses in the areas are various, and include Lowe's; a residential use remains there.

In regard to public notification, no comments have been made. The Planning Commission had considered the application and recommended denial of rezoning to Highway Commercial for those properties in the city limits. For 23 Horton, they recommended annexation but recommended that it be zoned General Commercial. The Planning Commission felt that too wide an area was being rezoned to the most intense commercial district that the city has, Ms. Anderson said. Staff took that guidance, and developed an alternative to what they agreed was "too much too fast"; staff feels the auto-related uses are appropriate, however. They need an area for these automotive uses on Highway 170, so they recommend that some parcels be rezoned to Highway Commercial and others only partially. Ms. Anderson said the frontage to Highway 170 should be rezoned to Highway Commercial but the back sides, which she indicated, be left as General Commercial district. The parcels in front of Lowe's would be rezoned Highway Commercial, but the others could be split-zoned to General Commercial. The applicant's representative can speak to the issue and is present.

Geraldine Doe lives on Robert Smalls Parkway and is "the resident" on the main road who was mentioned, she said. Her property adjoins the parcels on the road behind her, and she said she agrees with the Planning Commission. General Commercial and Highway Commercial are not much different, Ms. Doe said, but the Highway Commercial zoning allows auto sales, which would be right in front of her residence. She has concerns about traffic congestion, which is already prevalent, and she doesn't "want it to be like Hilton Head Island...and have everything crammed together." She sees no problem with General Commercial; they have addressed Horton, which recommend that it be kept General Commercial. Ms. Doe went to the Planning Commission meeting, and she thinks the zoning should remain the same. Only auto sales would benefit from this, and she feels "there are enough of those." They are residents and have been taxpayers for years.

David Tedder represents the properties that are requesting annexation. He said they concur with Planning's "blue lines," and according to the form-based code and the intensity of the development, this was intended to be the area best suited to locate the autocentric, Highway Commercial zones. There is an already-signalized intersection at Burton Hill and Highway 170, Mr. Tedder said, so it can handle traffic. The current county zoning is the highest intensity zoning the county has, and it includes the uses that the city's Highway Commercial would have. Mr. Tedder thinks there are adequate protections for those who "have ended up living in an evolving zone." He cited the traffic mitigation by the Dollar Tree, which is accomplished with back roads/ frontage roads. The city will provide sufficient buffering, he believes.

Mayor Keyserling asked if "the piece on the north side" was the piece to be annexed. Mr. Tedder said that is correct. Councilman McFee asked the zoning for Mrs. Doe's property; Mr. Tedder said it is sandwiched between two annexed properties and is General Commercial. Mr. Tedder indicated that from the Burton Hill fire station "all the way down to this area is Limited

Industrial” zoning. There’s a progression of uses, he said.

Councilman McFee asked about buffering and what the responsibility is. Mr. Tedder said there are a setback and a buffer. Ms. Doe said it adjoins her property on the side and is General Commercial. Her property is General Commercial, too, as is the property across the street. Mayor Keyserling said Ms. Doe’s property is already zoned the county’s equivalent of what they are talking about. Ms. Anderson said she hadn’t checked on Ms. Doe’s property in that regard, but she is “guessing it’s the same.” Mayor Keyserling told Ms. Doe that this is a public hearing, and before council will do anything, they will get the answer to that question. Mr. Tedder said he’s pretty certain it’s at least a 25’ set-back.

Ms. Anderson said there’s an adjacent use buffer that the Design Review Board would use. A Highway Commercial district adjacent to a residential use would require a 50’ buffer, and there needs to be an opaque screen in addition. The board would examine the use and start with a 50’ buffer when it’s Highway Commercial adjacent to General Commercial. Mayor Keyserling asked if council felt it needed a work session on this. No one did. Mayor Keyserling said there would be two more readings, and Ms. Doe should be prepared to come back; there will be no vote on this tonight because it’s a public hearing. Councilman McFee said the next meeting about it would be the first reading on 10-28-14. **Mayor Keyserling closed this public hearing.**

PUBLIC HEARING: UDO AMENDMENT REVISING SECTION 6.5.K, “MEASUREMENT AND EXCEPTIONS,” TO REQUIRE THE FINISHED FIRST FLOOR OF NEW RESIDENTIAL CONSTRUCTION TO BE ELEVATED A MINIMUM OF 18” ABOVE GRADE

Mayor Keyserling opened this public hearing. Ms. Anderson said this public hearing and the one that follows came from council workshop discussions about flooding. New residential development is required to be elevated in the Boundary Street and Bladen Street Design districts, if you build a townhome, or if you’re in the flood zone, and the Historic District design guidelines also recommend raising it above grade. The most important reason to require this is to prevent flooding. There were numerous reports of flooding or near-flooding in residences built to grade, and elevation would have prevented this. Other benefits include more privacy and termite control.

All new construction is proposed to be 18” elevation above grade, which is consistent with the Town of Port Royal, Ms. Anderson said. Mayor Keyserling said, “So there will not be another Shadow Moss,” and Ms. Anderson said that is correct, according to **Linda Bridges**. The amendment would require all new construction, not additions, to be 18” above grade. The Planning Commission had unanimously recommended approval.

Mr. Tedder said when this came before the Planning Commission, he didn't know if his questions had been answered. He said, “They deal with inches based on 8” concrete blocks.” He asked, “as a construction design matter,” if therefore 16” might be appropriate. This isn't enough to build a crawl space. The difference between 16” and 18” amounts to a 30% increase in costs, Mr. Tedder believes. Sloping lots are a problem; he asked if that would mean the grade would be different, and if this would matter. Councilman Sutton said a prime number would

probably work better than any other, but the raised slab changes costs. "Most of them are monolithic slabs that go much higher than this," he said. As this draws out, they may look for a better number (than 18"), but the key point is that these buildings need to be elevated. The earth is growing up around the buildings, Councilman Sutton said, and people are not raking away the earth, so raising the building may not overcome the problem. He doesn't think costs would be restrictive. Mayor Keyserling asked about having a work session on this topic; Councilman Sutton said if they could get architects and contractors to discuss it, that would be good. Mayor Keyserling said Beaufort Homebuilders and Hilton Head Island Homebuilders "have become one." **Mayor Keyserling closed this public hearing.**

PUBLIC HEARING: UDO AMENDMENT REVISING ARTICLE 7, "GENERAL DEVELOPMENT STANDARDS," TO REQUIRE SILT FENCING DURING NEW CONSTRUCTION

Mr. Harvey opened this public hearing. Ms. Anderson said there are currently no regulations on this for small projects, and even small projects can wash silt into the streets and cause clogging of the storm drains. They recommended approval of silt fencing installation before the project begins if there will be significant soil disturbance. She said there would be flexibility on the part of the administrator based on the distance to the property line and the slope of the lot. Ms. Anderson said this came to the fore during the recent rains, and "properly installed silt fencing can really retain the silt on the site" and protects the waterways and the neighbors. She offered to send this to area architects as well for their input.

Councilman McFee asked, on King Street construction projects, where the silt fencing would go. Ms. Anderson said in the front where the room is available. Councilman McFee said the columns are virtually in the street, and Ms. Anderson said that's why they need flexibility.

Councilman Sutton said one property gets built with no protection, and it rains and a lot of it washes down in front of the house. Part of the protection fell, and it rained again and happened again. There was no sod, and no silt protection anywhere on the property, with a steeper grade to the asphalt, and now it's rained again, "and 25% of the yard is in the storm system." He said ensuring that it's enforced and stays up are what are important. The intent is to stop the migration of the materials. Councilman Sutton asked how they could apply this and get their partners to understand what is needed so that the stormwater inlets are protected. If they were in front of a construction site, maybe 2 hay bales would work. He said he hopes it's not too burdensome. **Mayor Keyserling closed this public hearing.**

MINUTES

Councilwoman Beer made a motion, second by Councilman McFee, to approve the minutes of the council's work and regular session September 23, 2014. The motion to accept the minutes as submitted was approved unanimously.

ORDINANCE REVISING SECTION 5.4.G OF THE UNIFIED DEVELOPMENT ORDINANCE TO ESTABLISH A SETBACK FOR SIDE-LOADING GARAGES

Councilwoman Beer made a motion, second by Councilman McFee to approve the ordinance on second reading. The motion was approved unanimously.

ORDINANCE AMENDMENT TO THE RECOVERY OF COLLECTIONS COST AS A PART OF DELINQUENCY DEBTS COLLECTED PURSUANT TO THE SETOFF DEBT COLLECTION ACT

Councilwoman Beer made a motion, second by Councilman McFee to approve the ordinance on second reading. Councilman McFee asked about the double-checking of the notifications, and if Councilman O’Kelley had been satisfied with the explanation given. **Linda Roper** said she believed he was. **The motion was approved unanimously.**

RESOLUTION REVISING THE CITY’S FEE SCHEDULE TO ESTABLISH A ONE-TIME FEE FOR BAILEY BILL APPLICATIONS

Councilwoman Beer made a motion, second Councilman Sutton, to approve the resolution. Ms. Anderson thanked council for adopting the Bailey Bill. To qualify for the special assessment, the Historic District Review Board must review it in a little more detail than a regular application and can include interior review by the staff. Renovations must be at least 75% of the cost of the structure to qualify but interior renovations can count toward this, and inspections are more often and more detailed. Other communities charge \$150 for preliminary and final certifications. The City of Beaufort is proposing a one-time fee that would take the place of the Historic District Review Board fee. The net fee will be \$50. **The motion was approved unanimously.**

RESOLUTION AUTHORIZING THE CITY MANAGER TO ENTER INTO A MEMORANDUM OF UNDERSTANDING WITH KINGSRIDGE COMMONS, LLC

Bill Harvey said the fire station engineering is “put to bed.” The engineering requires accounting for the storm water, and they have worked very hard and have put together a 2-phase agreement where they are allowed to use the stormwater pond to account for the stormwater at the fire station and throughout the new road being built into the pond. Mr. Harvey applauded **Lauren Kelly’s** vision in this and said they had been able to connect to the road into phases 2 and 3; the city’s requirement will reconfigure the pond via engineering and agree to explore offsite stormwater opportunities. Ms. Kelly believes they can get grant money to connect the stormwater to the Mystic Drive stormwater area. It’s a win-win-win, Mr. Harvey said, for everybody. The resolution authorizes the city manager to execute the engineering. The obligation is to allocate \$25,000 for the engineering work done to reconfigure the stormwater pond. Under this memorandum of understanding, they are not contractually obligated to spend any budgetary funds for the exploration.

Mr. Tedder said he and partners bought this property and were required to put in a stormwater pond with for a 100-year storm event. They saw an opportunity to be accessible on Ribaut Road and are exploring an outfall that would reduce the stormwater pond to accommodate a 25-year storm event. “This decompresses the site a little bit,” Mr. Tedder said. He described the benefits to all involved and said the Beaufort County stormwater site is for the City of Beaufort and the Town of Port Royal, too. The area needs help to be a regional collection center for the outfalls, and a grant for the planning work for that would help “pre-plan” and “have the ability to accept.” Mr. Harvey said the road to the fire station will be extended with an easement and that will grant the city an alleyway. Mayor Keyserling said he’s “looking down the road for

surprises.” He asked if the road behind the bowling alley would be two-way. Mr. Harvey said it's a 25' right-of-way, he thinks. Mr. Harvey said it would be improved up to Bowling Alley Way by the county. Mr. Tedder said the best they can get would be 38 townhome units in there. Councilman McFee asked if that's in the current PUD, and Mr. Tedder did not directly respond but said that Ms. Kelly had been very helpful at “determining how we can maximize the space and make it flow.” **The motion was approved unanimously.**

STREET CLOSURE REQUEST FROM BEAUFORT COUNTY VETERANS AFFAIRS TO HOST ANNUAL VETERANS DAY PARADE TUESDAY, NOVEMBER 11, 2014

Councilman McFee made a motion, second by Councilwoman Beer, to approve the request. Ms. Burgess said nothing has changed. **The motion was approved unanimously.** Mayor Keyserling said he might be there. Councilman Sutton said he wouldn't.

REQUEST FOR WAIVER OF OPEN CONTAINER FROM MAIN STREET BEAUFORT FOR FALL ANNUAL ART WALK SATURDAY, OCTOBER 25, 2014 FROM 5-7PM

Councilman Sutton made a motion, second by Councilman McFee, to approve the request. Ms. Burgess said nothing is different. The police department has asked that the hosts keep the open containers confined to the regulated areas where the galleries are. **The motion was approved unanimously.**

APPOINTMENT TO BOARDS AND COMMISSIONS

Mayor Keyserling said there were none tonight.

CITY MANAGER'S REPORT

Mr. Dadson said he would have a report for the next regular council meeting.

REPORTS BY COUNCIL

Councilman Sutton asked when they would have an update on the police officers involved in the traffic accident. Mr. Dadson said both are home and thanked him for asking.

There being no further business to come before council, **Councilwoman Beer made a motion to adjourn the meeting. Councilman McFee seconded. The motion passed unanimously,** and the meeting was adjourned at 8:09 PM.