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CITY OF BEAUFORT
1911 BOUNDARY STREET
BEAUFORT MUNICIPAL COMPLEX
BEAUFORT, SOUTH CAROLINA 29902
(843) 525-7070
CITY COUNCIL WORKSESSION AGENDA
September 8, 2020

STATEMENT OF MEDIA NOTIFICATION

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

WORKSESSION - Electronic Meeting - 5:00 PM

Please note, this meeting will be conducted electronically via Zoom and broadcasted via livestream on Facebook. You can view the meeting live via Facebook at the City's page City Beaufort SC

I. CALL TO ORDER

A. Billy Keyserling, Mayor

II. PRESENTATION

A. Destination Next Plan - Chris Cavanaugh, Magellan Strategies

III. DISCUSSION ITEMS

A. Review of Strategic Plan Implementation Charts

B. Consideration to amend Food Truck Ordinance to include Ice Cream Trucks

IV. EXECUTIVE SESSION

A. Pursuant to Title 30, Chapter 4, Section (70) (a) (1) of the South Carolina Code of Law: Discussion regarding appointments to City Boards and Commissions.

B. Pursuant to Title 30, Chapter 4, Section (70) (a) (2) of the South Carolina Code of Law: Impact Fee Ordinance.

V. ADJOURN



CITY OF BEAUFORT
DEPARTMENT REQUEST FOR CITY COUNCIL AGENDA ITEM

TO: CITY COUNCIL **DATE:** 9/3/2020
FROM: Robb Wells, Greater Beaufort-Port Royal Convention and Visitors Bureau
AGENDA ITEM
TITLE: Destination Next Plan - Chris Cavanaugh, Magellan Strategies
MEETING
DATE: 9/8/2020
DEPARTMENT: City Managers Office

BACKGROUND INFORMATION:

On behalf of the CVB, Mr. Cavanaugh will present the results of the destination strategic plan study.

PLACED ON AGENDA FOR: Discussion

REMARKS:



CITY OF BEAUFORT
DEPARTMENT REQUEST FOR CITY COUNCIL AGENDA ITEM

TO: CITY COUNCIL **DATE:** 9/3/2020
FROM: Reece Bertholf
AGENDA ITEM TITLE: Review of Strategic Plan Implementation Charts
MEETING DATE: 9/8/2020
DEPARTMENT: City Managers Office

BACKGROUND INFORMATION:

PLACED ON AGENDA FOR: Discussion

REMARKS:

ATTACHMENTS:

Description	Type	Upload Date
Implementation Charts	Backup Material	9/3/2020

Beaufort Strategic Plan 2020-2022 – Implementation Plan

Key Focus Area	Objective 1	Timeline	Resources Needed	Status	Measuring Success
<p>Economic Development and Innovation</p> <p>The City will strengthen and diversify its economy and build employment opportunities through partnerships and innovation. We will support existing businesses and recruit new businesses as we promote balanced land use, support diverse tourism, and remain an authentic hometown.</p> <p>Staff assigned: City Manager/Assistance City Manager, Finance, Council, Communications, Community and Economic Development</p>	<p>Promote business prosperity and sustainable development</p> <p>Initiatives:</p>				
	<p>1.1 Provide a collaborative environment by engaging partners, including the Beaufort County Economic Development Corporation (BCEDC) and Greater Beaufort-Port Royal Convention and Visitors Bureau (CVB), as we work toward building a vibrant and sustainable economy. Continue to work with landowners on business recruitment and ensure the balanced administration of the Beaufort Code. Origin: SPR 2020 Resp. Office: City Manager</p>	Ongoing	None	Currently working with all partners.	Project Starts Permit Apps Tax Base vs Collections Biz License Issued and Revenue
	<p>1.2 Assess the distribution of business and industry by 6-digit NAICS code. Origin: SPR 2020 Resp. Office: Finance</p>	Complete and ready to report out.	None	Complete	Baseline date measure numbers in code class against a target set by staff and council.
	<p>1.3 Collaborate with the CVB, Beaufort Area Hospitality Association (BAHA), University of South Carolina-Beaufort (USCB), the Downtown Beaufort Merchants Association, and all stakeholders to enhance and diversify tourism. Origin: COB Strategic Plan 2019-2021 (pg.3/6) Resp. Office: Communications and Downtown Ops.</p>	4 th Quarter 2020 into 2021	None	Pending	Pending
	<p>1.4 Improve the awareness and use of the Beaufort Pride of Place Initiative. Origin: City Manager/Communications 2020. Resp. Office: Communications</p>	4 th Quarter 2020 into 2021	None	Active	One Project per quarter
<p>1.5 Develop a local incentives package (permitting, tax abatement, private incentives from communications/utility companies) targeting startups, businesses that are expanding, and companies looking to relocate. Origin: Beaufort Strategic Plan 2019-2021 (pg.2) Resp. Office: Community and Economic Development & Finance</p>	1/1/21-6/30/21	Additional staff and funds for public notices and meetings.	Pending	Pending	

Notes: *SPR 2020: Strategic Planning Retreat February 2020

Beaufort Strategic Plan 2020-2022 – Implementation Plan

Key Focus Area	Objective 2	Timeline	Resources Needed	Status	Measuring Success
<p>Economic Development and Innovation</p> <p>The City will strengthen and diversify its economy, and build employment opportunities, through partnerships and innovation. We will support existing businesses and recruit new businesses as we promote balanced land use, support diverse tourism, and remain an authentic hometown.</p> <p>Staff assigned: Community and Economic Development, City Manager’s Office, Downtown Operations</p>	<p>Increase median incomes as we recruit new businesses and industry that are a good fit for Beaufort.</p> <p>Initiatives:</p> <p>2.1 Partner with the BCEDC on prospect development, land transactions, and site and building development in Beaufort Commerce Park. Origin: BCEDC 2020 Resp. Office: Community and Economic Development</p> <p>2.2 Support through partnerships and financial contributions the South Coast Cyber Center as we strive to become a city/Region known for cybersecurity expertise. Work with our educational partners, the military, Beaufort County, and the Beaufort Regional Chamber of Commerce to develop career pathways, research, and jobs centered around cybersecurity. Origin: COB Strategic Plan 2019-2021 (pg. 2), Beaufort 2030, SPR 2020 Resp. Office: City Manager & Downtown Ops</p> <p>2.3 Complete the second-phase renovation of 500 Carteret Street as a corporate landing pad: for over-seas companies wishing to learn more about opportunities here. Origin: COB Strategic Plan 2019-2021 Resp. Office: Downtown Ops</p>	<p>Current</p> <p>12/31/2020</p> <p>12/31/2020</p>	<p>Update GIS files</p> <p>Funding Source</p> <p>Funding and Marketing (\$180,000 already committed from grants. Need to get to \$275,000)</p>	<p>Ongoing</p> <p>In progress – developing plans and partnerships</p> <p>In progress – Developing RFP to determine cost of construction</p>	<p>Additional Tenants or property owners</p> <p>Physical location for South Coast Cyber Center</p> <p>Number of jobs and careers created through the Cyber Center</p> <p>Construction timeline and Occupancy in Landing Pad</p>

Notes: SPR 2020: City of Beaufort Strategic Planning retreat, February 2020. Beaufort 2030: community-based futurism exercise February 2019

Beaufort Strategic Plan 2020-2022 – Implementation Plan

Key Focus Area	Objective 3	Timeline	Resources Needed	Status	Measuring Success
<p>Economic Development and Innovation</p> <p>The City will strengthen and diversify its economy, and build employment opportunities, through partnerships and innovation. We will support existing businesses and recruit new businesses as we promote balanced land use, support diverse tourism, and remain an authentic hometown.</p> <p>Staff assigned: Downtown Operations, City Manager/Assistant City Manager, Community and Economic Development, Council</p>	<p>Preserve our authenticity</p> <p>Initiatives:</p>				
	<p>3.1 Apply the Beaufort Code to ensure a balanced land use mix for fiscal sustainability. Origin: SPR 2020 Resp. Office: Community and Economic Development (in conjunction with planning boards and commissions)</p>	Current – December 2020	Additional Staff	Ongoing	Accepted by MPC and adopted by City Council as a part of the Comprehensive Plan followed by changes to the city zoning map as needed
	<p>3.2 Create a citywide digital inventory and evaluate vacant or underutilized properties for development opportunities. This will include type of use, financing incentives, and other resources. Origin: Beaufort Strategic Plan 2019-2021 (pg. 6) Resp. Office: Community and Economic Development & Finance</p>	Current – December 2020	Additional Staff	Ongoing	Accepted by MPC and adopted by City Council as part of the Comprehensive Plan
	<p>3.3 Leverage Beaufort 2030 (community-based futurism exercise) to continue to influence the discussion about education and support the 1795 Scholarship Committee (stipend for student housing in Beaufort) and others as requested. Origin: Beaufort 2030 Resp. Office: Assistant City Manager & Council</p>	Current – 2030	None	Actively involved in the 1795 selection committee and working with TCL, USCB, and local education leaders about broader opportunities for students in Beaufort	Resident Post-Secondary Student Population New Post-Secondary program offerings Primary and Secondary Student population numbers in area institutions
<p>3.4 Coordinate signage and information to make “wayfinding” easier throughout the entire downtown area and Historic District. Origin: Beaufort Civic Master Plan Resp. Office: Downtown Operations</p>	January 31, 2022	Funding a consultant/design firm. Approval of design and locations by HRB and SCDOT	Pending	Addition of signs and better understanding of locations of businesses and attractions	

Notes: SPR 2020: City of Beaufort Strategic Planning retreat, February 2020. Beaufort 2030: community-based futurism exercise February 2019

Beaufort Strategic Plan 2020-2022 – Implementation Plan

Key Focus Area	Objective 4	Timeline	Resources Needed	Status	Measuring Success
<p>Safe and Vibrant City</p> <p>To continue to build an authentic, safe, and equitable city, the city will pursue affordable housing opportunities for all segments of the population, will provide responsive public safety, and will improve public spaces.</p> <p>Staff assigned: Community and Economic Development (in conjunction with boards and commissions)</p>	<p>Pursue opportunities for affordable and workforce housing</p> <p>Initiatives:</p> <p>4.1 Implement recommendations from the affordable housing task force. Origin: SPR 2020 Resp. Office: Community and Economic Development</p> <p>4.2 Work with landowners on developing economically viable multifamily housing. Origin: SPR 2020 Resp. Office: Community and Economic Development</p> <p>4.3 Permit a wide range of housing types within the Beaufort Code. Origin: SPR 2020 Resp. Office: Community and Economic Development</p> <p>4.4 Conserve and reuse historic structures. Origin: SPR 2020 Resp. Office: Community and Economic Development</p>	<p>In Task Force</p> <p>Current</p> <p>Current</p> <p>Current</p>	<p>NA</p> <p>None</p> <p>None</p> <p>None</p>	<p>Pending COVID-19 meeting schedule resolution</p> <p>Active</p> <p>Active</p> <p>Active</p>	<p>Update of the Beaufort Development Code</p> <p>Increase in number of Multi-Family Units</p> <p>Variety in housing by type and by size</p> <p>Preservation of Contributing Structures</p>

Notes: SPR 2020: City of Beaufort Strategic Planning retreat, February 2020.

Beaufort Strategic Plan 2020-2022 – Implementation Plan

Key Focus Area	Objective 5	Timeline	Resources Needed	Status	Measuring Success
<p>Safe and Vibrant City</p> <p>To continue to build an authentic, safe, and equitable city, the city will pursue affordable housing opportunities for all segments of the population, will provide responsive public safety, and will improve public spaces.</p> <p>Staff assigned: Community and Economic Development, Public Projects, Public Works, Downtown Operations, Council</p>	<p>Provide accessible public facilities and spaces</p> <p>Initiatives:</p>				
	<p>5.1 Complete inventory of needs of existing neighborhood parks. Origin: SPR 2020 Resp. Office: Public Projects/Public Works</p>	Assessment of all parks completed weekly during scheduled maint.	None	Weekly assessments	Active discrepancy reports
	<p>5.2 Determine an update and replacement schedule for park equipment and structures. Origin: SPR 2020 Resp. Office: Downtown Ops and Public Works</p>	12/31/2020	Funding, Procurement assistance for bidding/cost analysis	Active	Incorporation into FY 2022 budget
	<p>5.3 Update the Southside Park Plan. Origin: 2009 Comprehensive plan/update Resp. Office: Community and Economic Development</p>	December 2021 – June 2022	Additional Staff	Pending	Updated plan accepted by the MPC and City Council
	<p>5.4 Complete the connector for Whitehall Park. Origin: County Purchase of Whitehall passive Park, 2018 Resp. Office: Public Projects</p>	2020-2021	Approximately \$150,000 in funding. Bid currently \$140,000 over budget	Negotiating additional funding	Funding and project completion
	<p>5.5 Complete city assumption of maintenance at Whitehall Park. Origin: County Purchase of Whitehall passive Park, 2018 Resp. Office: Public Works</p>	January 2022	Long term maintenance contract	Landscape RFP in 2022	City assumption of maintenance - public feedback
	<p>5.6 Support the expansion of the Reconstruction Era National Park as Beaufort seeks to become the center for the explorations of Reconstruction history. Origin: John D. Dingell, Jr. Conservations, management, and Recreation Act Resp. Office: Downtown Operations and Council</p>	March 31, 2021	Committee from National Park Service, Tabernacle Baptist Church and other sites within the park	Pending COVID-19 resolution	Park Visitors and programs
	<p>5.7 Address deferred maintenance of city infrastructure. Origin: SPR 2020 Resp. Office: Public Projects</p>	Ongoing	Dude Solutions analysis \$23,000 Annual support with Dude S. \$4k	Master plan in place for maintenance schedule	Reduction in repair and increased life cycle of assets
	<p>5.8 Continue to manage flood infrastructure projects, including Mossy Oaks, Johnny Morrall, Allison Road, Broad Street, hay Street, Lafayette Street, Kings Ridge, Calhoun Street, and The Point. Origin: Flood Vulnerability Assessment, City of Beaufort 2019 and Mossy Oaks Drainage Task Force 2017 Resp. Office: Public Projects</p>	Ongoing	None for Mossy Oaks. Resources for remaining will be determined during engineering and concept design.	Phase II of Mossy Oaks Active. Various stages of concept design and engineering on the rest	Project completion. Significant events.
	<p>5.9 Complete review of facilities mater plan. Origin: SPR 2020 Resp. Office: Public Projects</p>	Ongoing	Continued engagement with Dude solutions	Master plan in place	Maint., repair, replacement data
<p>5.10 Cooperate with military on a shared services program. Origin: SPR 2020 Resp. Office: Public Projects</p>	Ongoing	Shared Services in Review with DOD	DOD Review	Agreements in place	

Notes: SPR 2020: City of Beaufort Strategic Planning retreat, February 2020.

Beaufort Strategic Plan 2020-2022 – Implementation Plan

Key Focus Area	Objective 6	Timeline	Resources Needed	Status	Measuring Success
<p>Safe and Vibrant City</p> <p>To continue to build an authentic, safe, and equitable city, the city will pursue affordable housing opportunities for all segments of the population, will provide responsive public safety, and will improve public spaces.</p> <p>Staff assigned: Police, Fire, Public Works, Communications, and City Manger</p>	<p style="text-align: center;">Provide strong public safety support</p> <p>Initiatives:</p> <p>6.1 Maintain service level provisions for the Police, Fire, and Public works departments. Origin: SPR 2020 Resp. Office: Police, Fire, Public Works, City Manager</p>	Ongoing	Fiscal support year over year in the budgeting process	Active	<p>PW: Timely response to public concerns</p> <p>Fire/PD: Call statistics; Standard of Cover; Staffing Levels; Unit utilization reporting</p>
	<p>6.2 Explore opportunities to publish law enforcement and fire department statistics on website/social media. Origin: SPR 2020 Resp. Office: Police, Fire, Communications</p>	Ongoing	None	Active	<p>Active reporting by both departments on website, social media, and traditional media (currently underway)</p>
<p>Notes: SPR 2020: City of Beaufort Strategic Planning retreat, February 2020.</p>					

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Beaufort Strategic Plan 2020-2022 – Implementation Plan

Key Focus Area	Objective 7	Timeline	Resources Needed	Status	Measuring Success
<p>Safe and Vibrant City</p> <p>To continue to build an authentic, safe, and equitable city, the city will pursue affordable housing opportunities for all segments of the population, will provide responsive public safety, and will improve public spaces.</p> <p>Staff assigned: Assistant City Manager, Community and Economic Development, Public Projects, Downtown Ops</p>	<p>Facilitate unified and coordinated transportation planning</p> <p>Initiatives:</p>				
	<p>7.1 Continue to participate in the Lady’s Island planning process. Origin: Civic Master Plan, Comprehensive Plan Update, SPR 2020, Lady’s Island Transportation Plan Resp. Office: Community and Economic Development</p>	Current	None	Active	Development in accordance with the respective planning efforts
	<p>7.2 Update street infrastructure plan. Origin: Civic Master Plan, Comprehensive Plan Update, SPR 2020 Resp. Office: Assistant City Manager, Community and Economic Development, Public Projects.</p>	June 2021-December 2021	Additional Staff (CED) Funding from CTC: 1-8-20 request of \$705,000 was made	Pending CTC Review	New street plan accepted by the MPC and adopted by the City Council Updated streets
	<p>7.3 Evaluate parking and shuttle service. Origin: SPR 2020/Civic Master Plan Resp. Office: Downtown Operations</p>	November 30, 2020	Inventory and usage data. Purchase/Lease remote lots	In Progress	Increased # of available parking spaces. Complaint level
	<p>7.4 Create a connectivity study of pedestrian/bicycle paths with the goal of enhancing pedestrian/bicycle access throughout the city, paying special attention to connecting schools, civic spaces, and places of employment. Origin: Community and Economic Development and Lady’s Island Transportation Plan Resp. Office: Community and Economic Development</p>	Jan 2022 – June 2022	Consultant	Pending	Plan accepted by MPC and adopted by the City Council
<p>7.5 Enact land use polices and Beaufort Code changes with the goal of reducing VMT (vehicle miles traveled per capita) Origin: Civic Master Plan Resp. Office: Community and Economic Development</p>	Current	None	Ongoing	Multi-modal transportation options and improved walkability	

Notes: SPR 2020: City of Beaufort Strategic Planning retreat, February 2020.

Beaufort Strategic Plan 2020-2022 – Implementation Plan

Key Focus Area	Objective 8	Timeline	Resources Needed	Status	Measuring Success
<p>Growth and Natural Resources</p> <p>To maintain the city’s authenticity and attractiveness, while accommodating future growth and preparing for climate related challenges, the city will evaluate environmental, municipal, and private constraints on growth; will identify commercial and residential areas requiring immediate attention; and will promote balance growth through infill.</p> <p>Staff assigned: Assistant City Manager, Community and Economic Development,</p>	<p>Manage growth boundaries</p> <p>Initiatives:</p>				
	<p>8.1 Prepare small area plans for neighborhoods and districts. Origin: 2009 Comprehensive plan/update Resp. Office: Community and Economic Development</p>	June 2022 - June 2023	Additional staff or consultant	Pending	Plans accepted by the MPC and adopted by the City Council
	<p>8.2 Evaluate private and public assets for growth. Origin: SPR 2020 Resp. Office: Assistant City Manager</p>	March 2021	None	Active	Marketable inventory of assets
	<p>8.3 Evaluate environmental, municipal, and private constraints on growth. Origin: SPR 2020 Resp. Office: Assistant City Manager</p>	March 2021	None	Active	Objective report provided to staff, council, and stakeholders
<p>8.4 Determine Commercial and residential focus areas. Origin: SPR 2020 Resp. Office: Community and Economic Development</p>	Current	Additional Staff	Ongoing	Updated land use plan (in comprehensive plan)	

Notes: SPR 2020: City of Beaufort Strategic Planning retreat, February 2020. [City of Beaufort Comprehensive Plan](#)

Beaufort Strategic Plan 2020-2022 – Implementation Plan

Key Focus Area	Objective 9	Timeline	Resources Needed	Status	Measuring Success
<p>Growth and Natural Resources</p> <p>To maintain the city’s authenticity and attractiveness, while accommodating future growth and preparing for climate related challenges, the city will evaluate environmental, municipal, and private constraints on growth; will identify commercial and residential areas requiring immediate attention; and will promote balance growth through infill.</p> <p>Staff assigned: Community and Economic Development, Council</p>	<p>Manage and encourage infill development</p> <p>Initiatives:</p> <p>9.1 Promote infill incentives. Origin: 2009 Comprehensive plan/update, Civic Master Plan Resp. Office: Community and Economic Development, Council</p>	Current	None	Active	Reduction of vacant properties
	<p>9.2 Update the Beaufort Preservations Manual from 1979, known as the Milner Report. Origin: SPR 2020 Resp. Office: Community and Economic Development, Council</p>	July 2021	Consultant	Received grant and have issued an RFP	Publication of updated guidelines
	<p>9.3 Update the survey of above-ground structures in the Historic District. Origin: SPR 2020 Resp. Office: Community and economic Development.</p>	July 2021 – June 2022	Consultant	Pending	Publication of updated list

Notes: SPR 2020: City of Beaufort Strategic Planning retreat, February 2020; [City of Beaufort Comprehensive Plan](#); [Milner Report](#); [City of Beaufort Above Ground Survey](#); [Infill Incentives](#); [Civic Master Plan](#)

Beaufort Strategic Plan 2020-2022 – Implementation Plan

Key Focus Area	Objective 10	Timeline	Resources Needed	Status	Measuring Success
<p>Growth and Natural Resources</p> <p>To maintain the city’s authenticity and attractiveness, while accommodating future growth and preparing for climate related challenges, the city will evaluate environmental, municipal, and private constraints on growth; will identify commercial and residential areas requiring immediate attention; and will promote balance growth through infill.</p> <p>Staff assigned: Assistant City Manager, Police, Fire, Public Works, Contract management</p>	<p>Manage Annexation</p> <p>Initiatives:</p> <p>10.1 Focus Annexation efforts on parcels surrounded by city limits and contingent properties in Tax District 100. Origin: Northern Regional Plan Resp. Office: Assistant City Manger</p> <p>10.2 Expand delivery of services within the growth boundaries of the city Origin: SPR 2020 and Norther Regional Plan Resp. Office: Assistant City Manager, Police, Fire, Public Works, Contract Management</p>	<p>Ongoing</p> <p>Ongoing</p>	<p>Continued support of City Council and Beaufort County</p> <p>Continued focus on future growth and needs of service departments</p>	<p>Active</p> <p>Active</p>	<p>Successful annexation petitions</p> <p>Service provision data in growth areas</p>

Notes: SPR 2020: City of Beaufort Strategic Planning retreat, February 2020. [Northern Regional Plan](#);

Beaufort Strategic Plan 2020-2022 – Implementation Plan

Key Focus Area	Objective 11	Timeline	Resources Needed	Status	Measuring Success
<p>Growth and Natural Resources</p> <p>To maintain the city’s authenticity and attractiveness, while accommodating future growth and preparing for climate related challenges, the city will evaluate environmental, municipal, and private constraints on growth; will identify commercial and residential areas requiring immediate attention; and will promote balance growth through infill.</p> <p>Staff assigned: Community and Economic Development, Public Projects, Communications</p>	<p>Plan for sea level rise</p> <p>Initiatives:</p> <p>11.1 Discourage development in hazard zones. Origin: City of Beaufort Flood Vulnerability Assessment Resp. Office: Community and Economic Development</p> <p>11.2 Engage community and other stakeholders in discussion, plans, and actions related to sea level rise. Origin: City of Beaufort Flood Vulnerability Assessment, Beaufort 2030, Resp. Office: Public Projects, Communications</p> <p>11.3 Develop mitigation and implementation strategies. Origin: SPR 2020 Resp. Office: Public Projects</p>	<p>January – June 2021</p> <p>Ongoing</p> <p>Ongoing</p>	<p>New flood zone maps</p> <p>Continued collaboration between Communications and Public Projects utilizing city media resources</p> <p>TBD; until engineering design is complete for 9 areas. Mossy Oaks = Funded @\$5.6M Allison Road, Broad Street, Hay Street, Lafayette Street, Kings Ridge, Calhoun Street, The Point = Funding pending (some will be in the bond refunding completed in August of 2020) Combined \$6.85M</p>	<p>Pending</p> <p>Active</p> <p>Active</p> <p>Phase II Mossy Oaks Planning/Engineering Allison Road, Broad Street, Hay Street, Lafayette Street, Kings Ridge, Calhoun Street, The Point</p>	<p>Updated flood damage prevention ordinance adopted by the City Council</p> <p>Public confidence in transparency of city regarding efforts to safeguard city from flooding and rising sea level. Timely customer service</p> <p>Project funding, construction, and completion</p>
<p>Notes: SPR 2020: City of Beaufort Strategic Planning retreat, February 2020. City of Beaufort Flood Vulnerability Assessment; Beaufort 2030;</p>					

Beaufort Strategic Plan 2020-2022 – Implementation Plan

Key Focus Area	Objective 12	Timeline	Resources Needed	Status	Measuring Success
<p>Organizational Excellence</p> <p>To provide a transparent, efficient organization, the city will engage its citizens and community and business stakeholders, will integrate technologies which enhance the execution of city functions, will staff the organization with highly qualified personnel, and will provide municipal education opportunities for boards, commissions, and citizens.</p> <p>Staff assigned: Community and Economic Development, Public Projects</p>	<p>Engage community stakeholders</p> <p>Initiatives:</p>				
	<p>12.1 Establish separate training/education programs for boards/commission members and citizens. Origin: SPR 2020 Resp. Office: City Manager and Community and Economic Development</p>	September 2020 – December 2021	Consultant	Scheduled	Completion by all board members
	<p>12.2 Continue to build social medial presence, increase distribution of monthly newsletter, and increase subscriptions to notify me. Origin: SPR 2020 Resp. Office: Communications</p>	October 2020 – 2021	Funds for social media investments	Active	Newsletter subscriptions, social media engagements
<p>12.3 Increase use of Surveys to gather more input from community on important city issues. Origin: SPR 2020 Resp. Office: Communications</p>	Ongoing	None	Active	Survey Engagements	

Notes: SPR 2020: City of Beaufort Strategic Planning retreat, February 2020

Beaufort Strategic Plan 2020-2022 – Implementation Plan

Key Focus Area	Objective 13	Timeline	Resources Needed	Status	Measuring Success
<p>Organizational Excellence</p> <p>To provide a transparent, efficient organization, the city will engage its citizens and community and business stakeholders, will integrate technologies which enhance the execution of city functions, will staff the organization with highly qualified personnel, and will provide municipal education opportunities for boards, commissions, and citizens.</p> <p>Staff assigned; Assistant City Manager, Community and Economic Development, Communications, Finance</p>	<p>Transparency in City operations</p> <p>Initiatives:</p> <p>13.1 Continue live-streaming of all boards, commissions, and public meetings; encourage public comment through zoom, Facebook, email, and traditional means. Origin: SPR 2020 Resp. Office: Assistant City Manager, Community and Economic Development</p> <p>13.2 Develop a digital dashboard to show progress on city initiatives. Origin: SPR 2020 Resp. Office: Communications</p> <p>13.3 Promote availability of financial transparency tool. Origin: SPR 2020 Resp. Office: Finance and Communications</p>	Current	Continued support of contractor.	Active	Engagements and access to meetings
		December 2020	Funding for software	Active	Implementation
		Ongoing	None Using current software	Active	User access

Notes: SPR 2020: City of Beaufort Strategic Planning retreat, February 2020. [City Facebook Page](#); [City Financial Transparency Tool](#)

Beaufort Strategic Plan 2020-2022 – Implementation Plan

Key Focus Area	Objective 14	Timeline	Resources Needed	Status	Measuring Success
<p>Organizational Excellence</p> <p>To provide a transparent, efficient organization, the city will engage its citizens and community and business stakeholders, will integrate technologies which enhance the execution of city functions, will staff the organization with highly qualified personnel, and will provide municipal education opportunities for boards, commissions, and citizens.</p> <p>Staff assigned: Human Resources, Assistant City Manager, City Manager</p>	<p>Provide responsive, efficient, and innovative services</p> <p>Initiatives:</p> <p>14.1 Recruit and train a diverse, educated, and high-performing workforce. Origin: SPR 2020 Resp. Office: Human Resources</p> <p>14.2 Establish a customer service academy for new hires. Origin: SPR 2020 Resp. Office: Human Resources</p> <p>14.3 Continue to find ways to make operations more efficient by sharing in regional services, such as fire, building inspections, code enforcement, etc. Origin: SPR 2020 and Northern Regional Plan Resp. Office: Assistant City Manager and City Manager</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	<p>Continued Employee training by Supervisor/Department Head</p> <p>Materials and Online Resources</p> <p>None</p>	<p>Active</p> <p>Active</p> <p>Active</p>	<p>Performance reviews</p> <p>Employee Engagement Quality Service</p> <p>Regional service partnerships</p>

Notes: SPR 2020: City of Beaufort Strategic Planning retreat, February 2020. [Northern Regional Plan](#)

Beaufort Strategic Plan 2020-2022 – Implementation Plan

Key Focus Area	Objective 15	Timeline	Resources Needed	Status	Measuring Success
<p>Organizational Excellence</p> <p>To provide a transparent, efficient organization, the city will engage its citizens and community and business stakeholders, will integrate technologies which enhance the execution of city functions, will staff the organization with highly qualified personnel, and will provide municipal education opportunities for boards, commissions, and citizens.</p> <p>Staff assigned; Assistant City Manager, Finance, Council</p>	<p>Sustainability in finance, infrastructure, and planning</p> <p>Initiatives:</p> <p>15.1 Advocate for a change in state legislation concerning the local government fund, changes in Act 388 to allow for local autonomy in taxing, and resist legislative overstep in business licensing regulation. Origin: SPR 2020 Resp. Office: Finance and Council</p>	<p>Aligned with legislative terms in coordination with MASC and local leaders within Beaufort County to address and advocate for changes to State Law</p>	<p>Coordination with Council and time to meet with other local leaders and engage more with MASC</p>	<p>Active</p>	<p>Changes in state laws begin to gain attention and momentum until passed by legislation</p>
	<p>15.2 Include strategic plan in annual budget planning and document Origin: SPR 2020 Resp. Office: Assistant City Manager and Finance</p>	<p>Ongoing</p>	<p>Departmental coordination in the budget process</p>	<p>Active</p>	<p>Tie Budget to Actual financial reports into dashboard or other transparency reports along with financial data to support achievement of objectives.</p>
	<p>15.3 Tie all capital purchases to identified initiatives in the Strategic Plan. Origin: SPR 2020 Resp. Office: Finance</p>	<p>Ongoing</p>	<p>Coordination of Council, City Manager, and Public Projects</p>	<p>Active</p>	<p>Publishing an updated CIP</p>
	<p>15.4 Increase efficiency in online payment receipt and processing Origin: SPR 2020 Resp. Office: Finance</p>	<p>Ongoing, evaluating munis enhancements in the 2018 update and promoting online payment portal</p>	<p>Periodic communication releases marketing online payments</p>	<p>Active Fall 2020</p>	<p>Utilization rate of portal</p>
	<p>15.5 Capture data connected to projects in one place. Origin: SPR 2020 Resp. Office: Finance</p>	<p>Ongoing</p>	<p>Utilize current software: Coordinate departmental input</p>	<p>Active Fall 2020</p>	<p>Constituent access</p>

Notes: SPR 2020: City of Beaufort Strategic Planning retreat, February 2020. [SC Act 388](#); [SC local gov't fund](#);



CITY OF BEAUFORT
DEPARTMENT REQUEST FOR CITY COUNCIL AGENDA ITEM

TO: CITY COUNCIL **DATE:** 9/3/2020
FROM: Bill Prokop, City Manager
AGENDA ITEM TITLE: Consideration to amend Food Truck Ordinance to include Ice Cream Trucks
MEETING DATE: 9/8/2020
DEPARTMENT: City Managers Office

BACKGROUND INFORMATION:

PLACED ON AGENDA FOR: Discussion

REMARKS:

ATTACHMENTS:

Description	Type	Upload Date
Draft Language for Ice Cream Trucks	Backup Material	9/3/2020

This is Draft wording to be added to our Food Truck ordinance:

Ice cream truck is defined as a motor vehicle containing a commercial freezer and from which a vendor sells frozen prepackaged food products such as ice cream, frozen yogurt, frozen custard, flavored frozen water, and similar products.

Ice cream trucks. The following operational requirements and conditions apply to ice cream trucks:

Vendors can operate out of a motor vehicle used for selling, displaying or offering to sell ice cream only.

Vendor shall be subject to a background check for Municipal, County, State and National criminal history records including misdemeanor driving offenses, as part of the application process.

No vendor shall remain stationary on a public street or right-of-way more than 30 minutes in any one location conducting business, after which time such vendor must move at least one block or 500 feet, whichever is greater, and shall not return to the same block or location within the same day. No vendor will be allowed on public streets before 9:00 AM or after 9:00 PM.

Each vendor must maintain a litter receptacle for patrons' use. Excessive litter caused by product packaging may result in revocation of this license.

Vendors must equip motorized vehicles with a flashing front and rear warning lights, which the vendor shall flash alternately and shall be flashing when such vehicle is stopped for the purpose of selling ice cream.

Signs stating "WATCH FOR CHILDREN" must be provided on the front, back and both sides of the vehicle in at least four-inch letters.

Vendors shall not be positioned to expose customers to vehicular traffic, or otherwise in an unsafe manner. Any directive by a police officer in this regard shall be immediately complied with.

Vendors shall not sell non-food novelty items, noisemakers, or toys.

No vendor shall sound any device which produces an offensive or loud noise to attract customers, and vendors shall not use any public address system on the vehicle to broadcast or advertise products. A bell or musical recording may be sounded for a period not to exceed three minutes to announce the arrival of the vehicle at each location.