



**SPECIAL MEETING/WORKSHOP OF CITY COUNCIL
JULY 28, 2016 – 4:00 PM
COUNCIL CHAMBERS
GEORGETOWN, SOUTH CAROLINA**

1. CALL TO ORDER

Notice of this meeting has been made in accordance with the 1976 Code of Laws of South Carolina Freedom of Information Act.

MEMBERS PRESENT

Mayor Jack M. Scoville, Jr.
Mayor Pro Tempore Brendon M. Barber, Sr.
Council Member Sheldon A. Butts
Council Member Carol R. Jayroe
Council Member Al Joseph
Council Member Edward S. Kimbrough, Jr.
Council Member Clarence C. Smalls

ALSO PRESENT

Mr. Paul A. Gardner, City Administrator
Ms. Ann U. Mercer, City Clerk
Mr. Orlando Arteaga, Engineer
Mrs. Debra Bivens, Director of Finance
Mr. Tim Chatman, Streets and Sanitation Manager
Mr. Will Cook, Water Utilities Director
Mr. Glen Dixon, Fleet Superintendent
Mr. Alan Loveless, Director of Electric Utilities
Mr. Rick Martin, Building Official/Zoning Administrator
Mr. Tee Miller, Assistant to the City Administrator for Economic Development

ABSENT

Mrs. Elise Crosby, City Attorney
Miss Suzanne Abed-El-Latif, HR Manager
Chief Charlie Cribb, Georgetown Fire Department
Chief Kelvin Waites, Georgetown Police Department

MEDIA

No media present

2. ANNOUNCEMENT CONCERNING ELECTRONIC DEVICES

Mayor Jack M. Scoville, Jr. called the Special Meeting/Workshop of City Council to order at 4:03 PM and requested all cell phones or electronic devices be turned off or placed on mute so as to not interrupt the meeting.

3. DISCUSS STRATEGIC PLAN

Mr. Paul Gardner recognized Mr. Carey Smith who he invited to attend the workshop and discuss the concept of a Strategic Plan. Mr. Smith highlighted several specific areas: what is strategic planning, the differences, the benefits, and the challenges. Strategic planning can be very sophisticated and complex, or less complicated. He brought several documents and will leave them with Mr. Gardner for Council to review at their leisure. Importance of monitoring and accountability of the Plan were discussed. Strategic Planning is a systematic process through which an organization agrees on and then builds key stakeholder commitments to priorities that are essential to the mission and responsive to the organizational environment. Strategic planning guides the acquisition and allocation of resources to achieve agreed upon priorities. There are two critical outcomes that are achieved with a successful Plan. Clear decisions about the purpose of the organization and a strategy to carry out decisions that are agreed upon that fulfill the purpose. Strategic planning is action oriented, provides a monitoring process to measure and evaluate progress, and demonstrates sustainable progress. It never ends. Every three years the Plan is revised because of change.

Benefits - Strategic planning helps guide the budgeting process and must be transparent. It creates a desirable level of understanding as to the role of the elected officials to adopt a policy. It is staff's job to implement the Plan. It provides a certain transparency to the residents and business people about where the City is heading. Strategic planning allows and encourages continuity, accountability and relevance to current issues.

Challenges - This is not an easy process to develop, administer, and monitor, and takes commitment and work. It requires 100% commitment from all elected officials: to agree that the process is more important than individual preferences and, as the process unfolds, follow the leadership (facilitator) of the Strategic Planning process. The location where the planning takes place must be quiet, no phones, and no interruptions. Council needs to be willing to commit to this time. A fatal blow would be if the oversight and monitoring is allowed to lag. It erodes the competence in the Plan. Be transparent even in the face of adversity.

Strategic Planning can provide a model for making decisions. It is a way to decide the City's resource allocation priorities, a way to stay the course, and a way to provide justification. Depending on the leadership, a Strategic Plan can be developed in three days. Mr. Smith asked Council to think about how far they want to go in planning. The Plan does not have to be as complex as Rock Hill's.

4. DISCUSS APPOINTMENT OF DESIGNATED MARKETING ORGANIZATION

Council Member Joseph presented issues brought to his attention by the Chair and members of the Georgetown Partnership Main Street Program group. After the Council Meeting last week, he said there have been meetings with Tee Miller, Paul Gardner, the Chair and board members of the Partnership, the Mayor and Council Member Kimbrough who is Vice President on the Board. Concerns included why

funds received last year are still in the bank, state law regarding advertising, and organizational structure, communication, and feedback. Mr. Joseph reiterated he is fully supportive of the Georgetown Partnership being the DMO. He stated if that Board is given the authority to make decisions, they need to have that authority. In his opinion, Tee is entirely too busy to have this 'draped around his shoulders' trying to be the spearhead behind it; it is not the most effective way this needs to work. There are strong, talented members of the community volunteering on the Board: realtors, financial advisors, interior designers, several business people, retired teachers, bankers and a marketing relations director and coordinator. Mr. Kimbrough pointed out the funds that come through are spread out over quarters. They have a plan on how to spend the funds; until now there has never been enough money accumulated to implement the plan. With a starting point of \$27,000 they can build on that and begin a program of marketing without the pressure of running out of money after committing to a specific plan.

5. DISCUSS CONCEPTUAL DRAWINGS FOR EAST BAY PARK AND BEN COOPER PARK

Mr. Gardner said the County has committed to 2016/2017 funding to build tennis courts at East Bay Park or Eight Oaks. Council's consensus is needed if they want the courts at East Bay Park. The three old courts would be removed and six new courts constructed in the same location but facing in a different direction. Council Member Butts questioned the number of courts and asked if basketball courts could be added to the plan. He said the tennis court on the south end of Front Street is not used. Council Member Kimbrough said the high school tennis matches need six courts. They were playing at DeBordieu but the contract ran out. Mayor Scoville said the first thing he wants the City to spend money on is the dog park. He said that would be a huge draw for the City. Mr. Gardner said the plan for East Bay Park can still be manipulated; however, he needs a consensus from Council on whether to move forward with six new tennis courts being built in the Park. There was no objection. This year \$400,000 is allocated in the capital improvements program for improvements to East Bay Park. This will build three new parking lots and provide drainage improvements. Mr. Arteaga said the engineers will complete a geotechnical study and a wetlands delineation study to determine if the area is suitable for parking and/or buildings. Once developed, the public will have an opportunity to review the parking plans. Grant funds have been secured for a walking path. Mr. Gardner said a transformation in East Bay Park could be seen this year with positive feedback from the citizens. Mr. Arteaga answered Council Member Butts question stating the engineers will compare the installation and life cycle of asphalt, pervious concrete and the rubberized material for the walking path.

Ben Cooper Park Phase II has been awarded and construction will begin in the near future. Mr. Arteaga provided Council with a conceptual plan of Phase III for the Park which includes landscaping, sidewalks, fencing and a bathhouse. A conservative estimate would be \$200,000. Mr. Gardner said \$250,000 is budgeted for Ben Cooper Park this year. Council Member Smalls asked about the work on the shelter in the Park. Mrs. Cindy Thompson said painting should begin today or tomorrow after

which the concrete will be repaired, cleaned and resealed. New picnic tables have been ordered. Mr. Arteaga asked Council to review the plans within the next two weeks and let him know if there are any concerns.

6. DISCUSS 17/701 DRAINAGE PROJECT

The City received a slow progress letter from the Department of Commerce. Staff has met with Waccamaw Regional Council of Governments and is responding to the letter. There is no danger in losing the grant. Phase I will be completed; however, Phase II is dependent upon easements from eight property owners. If the City does not have the easements from these owners we do not have the authority to do the work necessary. Mr. Gardner indicated construction should begin in December.

7. DISCUSS OWNERSHIP, LIABILITY AND OTHER ISSUES CONCERNING BUSINESS DIRECTIONAL SIGNAGE

The Municipal Association of South Carolina was contacted and their opinion was to draft a Memorandum of Understanding (MOU) transferring ownership of the two sandwich board signs to the Georgetown Business Association for \$1.00. Upon GBA obtaining an encroachment permit for the sidewalk, providing proof of liability insurance and payment of the \$1.00 fee, the signs will be transferred. This will release the City from any liability of the signs. Daily placement and removal of the signs, and replacement/change of any panels will be their responsibility and included in the MOU. The document will be presented to Council for approval at the August council meeting.

8. POLICE

A. Motion to approve Mutual Aid Agreement between Law Enforcement Officers to the 15th Circuit Drug Enforcement Unit (DEU) and the Fifteenth Circuit Solicitor's Office.

Council Member Kimbrough moved, seconded by Council Member Butts. There were no comments.

Mayor Scoville called for the question.

RESULT:	APPROVED [6 TO 0]
MOVER:	Edward S Kimbrough, Council Member
SECONDER:	Sheldon A. Butts, Council Member
AYES:	Scoville Jr., Butts, Jayroe, Joseph, Kimbrough, Smalls, Gardner
AWAY:	Barber Sr.

Referencing the R5 matter, Mr. Gardner stated the Planning Commission recommended to the Mayor to appoint a committee consisting of two Council Members; two members of the Planning Commission; staff, in a support role; and members from the two groups, pro and con, who live in the neighborhood. He said this process has to be as transparent and watched by the public as possible. Council Member Smalls feels the Commission should handle this and then be sent to Council for a decision. Mayor Scoville said he understands the Planning Commission

recommended Council or himself appoint six people to serve on a secondary advisory board. He was thinking Mr. Butts and Mr. Barber since they are very active in this, and someone for and against. Council Member Jayroe asked what the group will accomplish. Council Member Butts said the community wants to see some action with reference to a Plan that was developed to aide them in moving forward with the rest of the City of Georgetown. Council Member Joseph said they want to look at alternatives. Mayor Scoville said this is for discussion and we will make a decision at the next Council meeting. Mr. Gardner said his impression was the Planning Commission wants this committee to study the R5 issue and come back with suggestions.

Mr. Gardner asked Council to consider the suggestion of one large Christmas party for city employees, Council Members and all board members with a band and cash bar. There were no objections.

Mr. Arteaga noted a copy of the final feasibility study for the bicycle trail is provided for Council.

9. ADJOURNMENT

The Special Meeting/Workshop was adjourned at 5:28 PM.

Ann U. Mercer
City Clerk

Date Approved: 09/15/16