



**SPECIAL MEETING/WORKSHOP OF CITY COUNCIL
MAY 23, 2024 – 5:00 PM
MUNICIPAL COURTROOM
2222 HIGHMARKET STREET
GEORGETOWN, SOUTH CAROLINA
AND LIVESTREAM:**

<https://www.facebook.com/cityofgtown/>

1. CALL TO ORDER

Notice of this meeting has been made in accordance with the South Carolina Code of Laws as amended.

MEMBERS PRESENT

Mayor Carol Jayroe
Mayor Pro Tempore Jim Clements
Council Member Jonathan Angner
Council Member Erin Ethridge
Council Member Tamika Williams-Obeng

MEMBERS ABSENT

Council Member Bruce Carl
Council Member Jimmy Morris

ALSO PRESENT

Mrs. Elise Crosby, City Attorney
Mr. Scott Whittier, City Administrator
Ms. Stephanie Buccione, City Clerk
Mr. Nick Ard, IT Technician
Mrs. Cindy Thompson, Public Information Officer
Ms. Amy Skidmore, Georgetown Fire Department Office Manager
Chief Charlie Cribb, Georgetown Fire Department
Chief William Pierce, Georgetown Police Department
Mr. Orlando Arteaga, City Engineer
Mr. Ryan Call, Building Inspector
Mr. Peter Gaytan, Planning & Community Development
Ms. Kara Hamilton, Human Resources Manager
Mr. Ryan Courtemanche, Electric Utility Manager
Mrs. Kathy Vermeland, Finance Director
Mrs. Natrona Simmons, Public Works Manager
Mr. Chris Mullis, Water Utilities Manager
Mr. Isaac Williams, Fleet Superintendent
Mr. Al Joseph, Main Street Director

2. ANNOUNCEMENT CONCERNING ELECTRONIC DEVICES

Mayor Carol Jayroe called the Special Meeting of City Council to order at 5:00pm and requested all cell phones or electronic devices be turned off or placed on mute, with the exception of first responders, so as to not interrupt the meeting.

3. DESIGNATED MARKETING ORGANIZATION PRESENTATION

Mayor Jayroe recognized Mr. Andrew Kipple and Mr. Luke Wherry from Three Ring Focus. Mr. Kipple stated they have been working with the DMO for four years. Mr. Kipple shared a handout with the Mayor and Council members. He stated one of the goals is to capture content of the city through pictures and videography. Mr. Kipple presented different commercials they have done for television and social media. Mr. Kipple explained different ways they focus on targeted markets. He stated they advertise on Trip Advisor and have billboard ads at Myrtle Beach Airport. Ms. Carol Addy from The Georgetown Business Association explained the different event advertisements that they do and pay for separately to promote major city events and attractions. Mayor Pro Tempore requested statistics on the different marketing campaigns. Mr. Kipple said it is difficult to track that information and the best way is to track how much money is coming into the city. Ms. Addy says only 5-10% of travelers respond to surveys. Council Member Obeng asked for more information on the diversity in marketing campaigns and for the arts and cultural commission. Ms. Addy stated there is more diversity in the market campaigns than what was shown in the presentation.

4. PRESENT AND DISCUSS EMPLOYEE HANDBOOK REVISIONS

Mayor Jayroe recognized Ms. Hamilton to present changes to the employee handbook. Ms. Hamilton shared a handout with the Mayor and Council members. Mayor Pro Tempore Clements asked what prompted the changes. Ms. Hamilton stated she reviewed similar municipalities employee handbooks and some items we currently have are antiquated. Ms. Hamilton reviewed proposed changes on General Leave accrual and Bereavement Leave. She explained an added Wellness Program to promote a healthy work life balance. Ms. Hamilton reviewed the increase to tuition reimbursement from \$2,000 to \$5,000. She reviewed proposed changes to the travel policy. She stated the city does not currently have a personal appearance policy and reviewed a proposed list for uniform and non-uniform employees to be added to the employee handbook. She stated a gifts and gratuities policy should be added to the employee handbook to remain in compliance with the State Ethics Act. She reviewed proposed changes to the Vehicle Use and Teleworking policies.

5. EXECUTIVE SESSION

Motion to adjourn the Special Meeting and enter Executive Session pursuant to Section 30-4-70(a)(2) and (3) to discuss negotiations relating to proposed contractual arrangements for provision of security and traffic control and receipt of related legal advice, and to discuss development of security personnel or devices for special events.

Council Member Angner moved, seconded by Mayor Pro Tempore Clements.

Mayor Jayroe called for the vote.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Jonathan Angner, Council Member
SECONDER:	Jim Clements, Mayor Pro Tempore
AYES:	Angner, Clements, Obeng, Ethridge, Jayroe
ABSENT:	Morris, Carl

Special Meeting adjourned at 5:55pm.

Motion to adjourn Executive Session and reconvene Special Meeting.

Council Member Angner moved, seconded by Mayor Pro Tempore Clements.

Mayor Jayroe called for the vote.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Jonathan Angner, Council Member
SECONDER:	Jim Clements, Mayor Pro Tempore
AYES:	Angner, Clements, Obeng, Ethridge, Jayroe
ABSENT:	Morris, Carl

Executive Session adjourned and Special Meeting reconvened at 6:35pm.

NO FORMAL ACTION WAS TAKEN IN EXECUTIVE SESSION.

City Council may take action on items discussed in Executive Session.

6. ADJOURNMENT

Motion to adjourn the Special Meeting of City Council.

Council Member Angner moved, seconded by Mayor Jayroe.

Mayor Jayroe called for the vote.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Jonathan Angner, Council Member
SECONDER:	Carol R. Jayroe, Mayor
AYES:	Angner, Clements, Obeng, Ethridge, Jayroe
ABSENT:	Morris, Carl

The Special Meeting adjourned at 6:35pm.

Stephanie Buccione
City Clerk

Date Approved: 06/20/24