SPECIAL MEETING/WORKSHOP OF CITY COUNCIL
MARCH 28, 2019 – 4:00 PM
MUNICIPAL COURTROOM
GEORGETOWN, SOUTH CAROLINA

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 Brendon M. Barber, Sr.
Council Member Sheldon A. Butts
Council Member Tupelo Humes
Council Member Carol R. Jayroe
Council Member Al Joseph
Council Member Clarence C. Smalls

ABSENT
Mayor Pro Tempore Rudolph A. Bradley

ALSO PRESENT
Mr. Carey F. Smith, Interim City Administrator
Mrs. Elise Crosby, City Attorney
Ms. Ann U. Mercer, City Clerk
Mrs. Suzanne Anderson, HR Manager
Mr. Orlando Arteaga, Engineer
Mrs. Debra Bivens, Director of Finance
Mr. Tim Chatman, Streets and Sanitation Manager
Chief Charlie Cribb, Georgetown Fire Department
Mr. Will Gunter, Water Utilities Director
Ms. Angela Rambeau, Director of Planning and Community Development
Chief Kelvin Waites, Georgetown Police Department

ABSENT
Mr. Isaac Williams, Fleet Superintendent
Mr. Alan Loveless, Director of Electric Utilities

MEDIA
Georgetown Times - Mr. David Purtell
GAB News - Mr. Scott Harper

2. ANNOUNCEMENT CONCERNING ELECTRONIC DEVICES

Mayor Brendon M. Barber, Sr. called the Special Meeting/Workshop of City Council to order at 4:00 PM 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.

Mr. Carey Smith introduced the newly selected City Clerk, Ms. Stephanie Buccione, she will begin full time employment on April 8, 2019.

3. DISCUSS PAID PARKING PROGRAM FOR FRONT STREET

Mr. Carey Smith introduced Ms. Sherry Fountain with the IPS Group. The company's mission is to transform cities by supplying the most technologically advanced, yet practical and affordable Smart Parking solutions in the world.
Ms. Fountain pointed out parking spaces downtown are limited with minimal turnover. Two solutions to the problem are to increase turnover of parking spaces and create additional revenue for the City. Options could include single-space meters, hands-on ticket writing, and multi-space pay stations. Should Council decide to move forward with paid parking an education process needs to take place. Stakeholders need to be on board and understand the benefits. Pricing needs to be determined and the type of technology to implement. For on street parking, Ms. Fountain recommends single-space meters. It is easy and convenient to use credit cards, coins, or pay-by-phone. She presented a video and explained other available options. Without paid parking, a hand held ticket writer and e-chalking could be used as an enforcement solution. Mr. Smith informed Council that he would like to revive the police enforcement program for the two-hour parking. He recommended purchasing one hand held device ($3,000) to improve efficiency. Council Member Jayroe suggested that we visit each business before enforcing paid parking. Council Member Joseph wants to move forward sooner than later. Mayor Barber directed Mr. Smith to put this on the fast track.

4. DISCUSS DOWNTOWN REDEVELOPMENT PLAN FOR FY 19/20

Mr. Smith stated once the TIF is enacted a significant amount of funds will be realized. Currently there are no plans how to allocate use of the money. He asked for a consensus from Council on moving forward with redevelopment planning for TIF funds as well as other reasons. If adopted by Council, he said the Redevelopment Plan for downtown would become the implementation strategy for a roadmap for the future. There are three major projects currently affecting downtown that will have a significant impact in creating a need for a physical and financial response to the affected areas. Adoption of the TIF will generate financial resources. This will create investment opportunities, such as the hotel project which will bring a transformational impact to downtown. The Inner Harbor Study will lead to an engineering design bringing about a sustainable channel that will provide access to meet the needs of the steel mill and ensure a working waterfront is maintained and utilize the improved marina located in front of the proposed new hotel. Mr. Smith recommends retaining the professional services of a company to assist in responding to the effects of the three immediate projects. He estimated this cost to be $50,000-$75,000. Council Member Jayroe recommends waiting to secure the professional services until we have a firm commitment from the hotel and the other projects. She stated this would allow time to train staff on developing a

Redevelopment Plan or hire a consultant. Council Member Joseph agreed with Mrs. Jayroe. Mayor Barber asked Mr. Smith to explore what surrounding cities have done to help move their core business districts into the future and report the findings back to City Council.

5. PRESENTATION BY BETH STEDMAN, GEORGETOWN COUNTY CHAMBER OF COMMERCE

Mrs. Beth Stedman introduced Mr. Mark Stevens the new Director of Tourism Development for the Chamber of Commerce. Mr. Stevens will assume his duties with the Chamber on April 8, 2019. Mrs. Stedman reported the percentages of funds received from the City designated for marketing in 2018-2019 included: 23.8% for Print, 22% for Interactive, 22% for Website, 4.3% for Creative & Collateral, 24.7% for Visitor Center, and 2.7% for Billboard. The Chamber's marketing projections for 2019-2020 include: 25% for Print, 39% for Interactive, 6% Website, 7% for Creative, Production, & Collateral, 20% for Visitor Center, and 4% for Contingency. Plans are to submit a grant request to Parks, Recreation, and Tourism (PRT) for extra money to support tourism marketing for the City of Georgetown. Mrs. Stedman reviewed a power point presentation that highlighted samples of marketing that are being used to promote the City.

6. DISCUSS SCDOT AGREEMENT REGARDING BLACK RIVER ROAD

Mr. Smith announced this item has been postponed until next month.

7. DISCUSS INCENTIVES FOR BOWTIE

Mr. Smith noted that an Incentives Ordinance was approved in 2016 and amendments were added in September 2018. The proposed incentive agreement for Bowtie Properties will require Council approval.

Ms. Angela Rambeau stated the Incentives Ordinance gives Council the right to allow certain incentives for development in the City. The current Ordinance allows up to 100% of tap fees, up to 50% of building permit fees, up to 50% of business license fees (for as many as five years), up to 50% of fire impact fees, up to 50% of local hospitality taxes (for as many as five years), up to 50% of local accommodations taxes (for as many as five years), and such other incentives that Council determines are appropriate based on the investment made by the recipient. In order for a development to be eligible to receive incentives, the council must determine that the development meets or will meet, at completion, each of the following criteria: the development is consistent with the Georgetown 2011 Comp Plan, absent the provision of incentives the development would be unlikely to occur, the development must be located within the incentive area, the development must have a threshold of $1,500,000 and the intended use of the development must be consistent with the goals, the Comprehensive Plan, the Master Plan, and the Public Purpose Doctrine. The Incentive Program Ordinance requires a description of the development including identification of the property, estimated start date (February 2020), estimated completion date (September 2021), a list of any physical improvements that are to be made to the property and a good faith estimate of the costs. There will be a total of 128 units, a clubhouse with fitness center, meeting and office rooms. Site development improvements will consist of constructing sewer lines and pump station, water lines, storm drains, sidewalks, curb and gutter, paved parking areas, streets, landscaping, electrical, amenities including walking trails, swimming pool, etc. The estimated cost is $14,000,000 (not including land acquisition). The current value of property is $950,000 and the value on completion is $15,000,000, a good faith estimate of the number of jobs that the development is projected to create are 2 full time leasing agents, 1 full time maintenance person, and a number of part time positions including administrative staff, landscape crews, swimming pool technicians, painters, unit and clubhouse cleaners, etc. A statement affirming the development will meet or exceed the minimum investment requirements was provided. A good faith estimate of other revenue that will be created for the City as a direct result of the development includes Business License fees estimated at $4,028 per year, tax revenue from completed project would be $269,370 per year. The total estimated revenue to the City would be $273,398 per year.

The Bowtie Group is asking for the following incentives: up to 100% of tap fees, up to 50% of building permit fees, up to 50% of Business License fees (for as many as five years), up to 40% of fire impact fees, up to 50% of local hospitality taxes (for as many as five years), and up to 50% of local accommodations taxes (for as many as five years). The total estimate of fees due the City would be $191,074. Should Council approve Bowtie's request, the estimated fees to be refunded would be $85,977.

The amount of incentives granted to a development shall be based upon: the amount of capital investment in the development, the amount of new revenue directly created for the City, and the number of new jobs created. The amount of incentives granted to a development shall in no case exceed the value of the direct and indirect benefits of the agreement.

Analysis of determination criteria includes the amount of the capital investment in the development ($14,000,000), the amount of new revenue directly created for the City ($273,398 annually), the number of new permanent full time jobs (3), and the potential amount of development fees to be refunded ($86,000). Based on Bowtie's requested incentives that total $85,977, staff is recommending a refund of $39,337.

8. ADJOURNMENT

Motion to adjourn the Special Meeting/Workshop of City Council

Council Member Smalls moved, seconded by Council Member Butts.

Mayor called for the vote.

RESULT:	**APPROVED [UNANIMOUS]**
MOVER:	Clarence C. Smalls, Council Member
SECONDER:	Sheldon A. Butts, Council Member
AYES:	Barber Sr., Bradley, Butts, Jayroe, Joseph, Humes, Smalls

Special Meeting/Workshop of Council adjourned at 5:36pm.

Ann U. Mercer
City Clerk

Date Approved: 06/20/2019