



CITY OF BEAUFORT
1911 BOUNDARY STREET
BEAUFORT MUNICIPAL COMPLEX
BEAUFORT, SOUTH CAROLINA 29902
(843) 525-7070
CITY COUNCIL REGULAR MEETING AGENDA
March 13, 2018

**NOTE: IF YOU HAVE SPECIAL NEEDS DUE TO A PHYSICAL CHALLENGE,
PLEASE CALL IVETTE BURGESS 525-7070 FOR ADDITIONAL
INFORMATION**

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."

REGULAR MEETING - Council Chambers, 2nd Floor - 7:00 PM

I. CALL TO ORDER

A. Billy Keyserling, Mayor

II. INVOCATION AND PLEDGE OF ALLEGIANCE

A. Mike McFee, Mayor Pro Tem

III. PROCLAMATIONS/COMMENDATIONS/RECOGNITIONS

- A. Character Education Proclamation - Delilah Casper, Beaufort Elementary School
- B. Proclamation Proclaiming March as Disabilities Awareness Month

IV. PUBLIC COMMENT

V. PUBLIC HEARING

VI. MINUTES

A. Worksession February 20, 2018

VII. OLD BUSINESS

VIII. NEW BUSINESS

- A. Resolution Adopting Priority Community Development Needs
- B. Resolution to create a Stormwater Special Revenue Fund
- C. Resolution to create Parks & Tourism Special Revenue Fund
- D. Release Committed Fund Balance for Capital Projects
- E. Authorization to allow the City Manager to execute Contract for the Waterfront Park Relieving Platform
- F. Ordinance amendment to Section 1-3001, Meetings of Council; Date and Time - 1st Reading

G. Ordinance amendment to Section 1-4051, Other Offices and Departments; Creation of other Departments - 1st Reading

IX. REPORTS

- City Manager's Report
- Mayor Report
- Reports by Council Members

X. ADJOURN



CITY OF BEAUFORT

DEPARTMENT REQUEST FOR CITY COUNCIL AGENDA ITEM

TO: CITY COUNCIL **DATE:** 3/7/2018
FROM:
AGENDA ITEM
TITLE: Character Education Proclamation - Delilah Casper, Beaufort Elementary School
MEETING
DATE: 3/13/2018
DEPARTMENT: City Clerk

BACKGROUND INFORMATION:

PLACED ON AGENDA FOR:

REMARKS:

ATTACHMENTS:

Description	Type	Upload Date
Proclamation	Backup Material	3/8/2018



PROCLAMATION

WHEREAS, the character education movement reinforces the social, emotional and ethical development of students; and

WHEREAS, schools, school districts and states are working to instill important core ethical and performance values including caring, honesty, diligence, fairness, fortitude, responsibility, and respect for self and others; and

WHEREAS, character education provides long-term solutions to moral, ethical and academic issues that are of growing concern in our society and our schools; and

WHEREAS, character education teaches students how to be their best selves and how to do their best work; and

WHEREAS, the Eleven Principles of Effective Character Education include: Promoting core ethical and performance values; Teaching students to understand, care about and act upon these core ethical and performance values; Encompassing all aspects of the school culture; Fostering a caring school community; Providing opportunities for moral action; Supporting academic achievement; Developing intrinsic motivation; Including whole-staff involvement; Requiring positive leadership of staff and students; Involving parents and community members; and assess results and strives to improve; and

WHEREAS, the Beaufort County School District's Character Education program was formed to support parents' efforts in developing good character in their children; and

WHEREAS, the purpose of the Character Education program is to integrate good character traits into the total school environment, as well as into the community; and

WHEREAS, each school's counselor identified a list of character words and definitions deemed important regardless of a person's political leanings, race, gender or religious convictions; and

WHEREAS, the words are friendship, kindness, acceptance, courage, tolerance, respect, gratitude, compassion, citizenship, perseverance, honesty, integrity, self-control, forgiveness responsibility and cooperation; and

WHEREAS, Delilah Casper was selected as the winner by Beaufort Elementary School as the student of the month.

NOW, THEREFORE, the City Council of the City of Beaufort, South Carolina, hereby proclaims January 2018 as

DELILAH CASPER AS BEAUFORT ELEMENTARY SCHOOL STUDENT OF THE MONTH

The City of Beaufort thereby pronounces Perseverance as the word for the month of January and applauds Delilah Casper, the Beaufort County School District, and Beaufort Elementary for their work and specifically honors Delilah Casper as Beaufort Elementary School Student of the Month.

IN WITNESS THEREOF, I hereunto set my hand and caused the Seal of the City of Beaufort to be affixed this 13th day of March 2018.

BILLY KEYSERLING, MAYOR

ATTEST:

IVETTE BURGESS, CITY CLERK



CITY OF BEAUFORT

DEPARTMENT REQUEST FOR CITY COUNCIL AGENDA ITEM

TO: CITY COUNCIL **DATE:** 3/7/2018
FROM:
AGENDA ITEM
TITLE: Proclamation Proclaiming March as Disabilities Awareness Month
MEETING
DATE: 3/13/2018
DEPARTMENT: City Clerk

BACKGROUND INFORMATION:

PLACED ON AGENDA FOR:

REMARKS:

ATTACHMENTS:

Description	Type	Upload Date
Proclamation	Backup Material	3/8/2018



PROCLAMATION

WHEREAS, more than 500,000 South Carolina residents and families are impacted by severe lifelong disabilities including autism, head injuries, spinal cord injuries, mental retardation, and related disabilities; and

WHEREAS, people with lifelong disabilities are productive citizens, neighbors, and family members, deserving of respect and opportunities for economic self-sufficiency, independence, and personal growth; and

WHEREAS, South Carolinians with and without disabilities work together, play together, worship together, learn together, and grow together; and

WHEREAS, we owe a special debt of gratitude to the caregivers who selflessly provide physical, emotional and spiritual support to our residents with disabilities and special needs; and

WHEREAS, the 2016 observance of Disabilities Awareness Month celebrates the successful partnership between people with and without disabilities as well as the increasing involvement of people in education, employment and community activities.

NOW, THEREFORE, the City Council of the City of Beaufort, South Carolina, hereby proclaims, March 2018 as

DISABILITIES AWARENESS MONTH

The City of Beaufort encourages all citizens to work together to promote increased opportunities for people with disabilities, to recognize the many contributions made by people with disabilities in our communities, and to honor the dedication of the caregivers who bring support and hope to their fellow citizens.

IN WITNESS THEREOF, I hereunto set my hand and caused the Seal of the City of Beaufort to be affixed this 13th day of March.

BILLY KEYSERLING, MAYOR

ATTEST:

IVETTE BURGESS, CITY CLERK

A work session of the Beaufort City Council was held on February 20, 2018 at 5:00 p.m. in the Beaufort Municipal Complex, 1901 Boundary Street. In attendance were Mayor Billy Keyserling, Councilwoman Nan Sutton, Councilmen Stephen Murray, Mike McFee, and Phil Cromer, and Bill Prokop, city manager.

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 5:02 p.m.

EMPLOYEE NEW HIRE RECOGNITION

Fire Chief **Reece Bertholf** introduced new firefighters: **William Woosley, Monica Perez, Tawana Kozlowski, Josh Carpenter, and DeAndre Williams**. He described each of their backgrounds.

PRESENTATION: PROPOSED FREE SHUTTLE SERVICE

Dr. **Andrew Beall**, Santa Elena's executive director, said a year ago, Historic Beaufort Foundation (HBF), Beaufort History Museum, Santa Elena Foundation, and **Evelene Stephenson** from Spirit of Old Beaufort Tours got together and created a package called "Experience Beaufort History," with one- and two-day "itineraries" visitors can purchase; a one-day package covers a tour and admission to one museum, and a two-day package is a tour and admission to all three museums. "The inns and hotels love it," Dr. Beall said, as do the restaurants. It's being promoted, and he knows visitors have found "the individual entities" through Experience Beaufort History.

Next, Dr. Beall said, the groups in Experience Beaufort History worked together to use Ms. Stephenson's bus for a free shuttle that will be "a rolling visitors center." The pilot program will be for "a 12-week period starting in March," and it will operate Thursdays through Saturdays from 10 a.m. to 5 p.m.

Dr. Beall showed a proposed travel route, which he said was based on Ms. Stephenson's 20 years of experience giving tours. She apprised the group of locations that the city approves for loading and unloading passengers; he said. The proposed route takes about 20 minutes in total.

The shuttle is being funded through private donations to the organizations in Experience Beaufort History, Dr. Beall said.

Councilman Murray said he thinks the shuttle idea is "awesome," and he's "interested to see what your ridership is going to look like." He thinks the shuttle will be successful, and he asked if there might be stops added to the route and opportunities for other groups to participate. Dr. Beall said they expect that if it works, other groups will say

they'd like to try it, too.

Councilman Murray asked if there would be signs at the shuttle stops, including stating when the shuttle would stop there. Dr. Beall said they plan to use rack cards for now and a flier of the route and stops.

Councilman McFee said he thinks it's great, too. He asked if they have considered advertising opportunities inside the coach. Dr. Beall said yes, but they're not doing it right now. He hopes locals will park in downtown lots and use the shuttle to go places to shop and eat. He said the van is "a mobile billboard," and he hopes merchants will help promote it, as well as front desk operators at inns and hotels recommending that their guests "make a loop and see what you want to do."

Dr. Beall said tickets to the venues would not be sold on the shuttle. The Experience Beaufort History package is sold on their website, not necessarily at all of its members' venues.

Peggy Simmer suggested making it clear that people don't need tickets to a venue to get on the shuttle.

Councilman Murray said near the large parking lots, they could use the sandwich boards used for free holiday parking to raise awareness that there will be a free shuttle every 20 minutes or so.

Deborah Johnson asked Dr. Beall if the group had considered the idea that the shuttle could be "too successful," and people might not be able to board it. She suggested how they could deal with that if the problem occurs.

Maxine Lutz said the primary purpose of the shuttle is to get people to the Verdier House, Santa Elena History Center, and the Beaufort History Museum. They have been concerned about how it might be used, she said.

Sergeant **Hope Abel** said one of the biggest questions was if the shuttle "was...portrayed as a themed vehicle," which is against ordinance, but there is no tour being given on it, so it is exempt from that ordinance.

Linda Roper said one recommendation from the Parking Task Force was a shuttle between the downtown parking areas, so as this is program piloted, the city can watch and see if it becomes popular, in which case another vehicle might be added.

Dr. Beall said the original goal was to begin the shuttle on March 1, and they should be able to meet that goal "or come close" to it.

PRESENTATION: BEAUFORT DOWNTOWN STRATEGIC VISIONING INITIATIVE FINAL

REPORT

Lise Sundrla said the team would provide the city manager with a notebook of everything that was gathered in this project. She reviewed the members of the team – **Billy Parrish, Lyn Menne, Ebony Simpson, and John Williams** – and the team’s task. The boundaries of the study were Beaufort’s downtown core commercial district. She reviewed the study’s “process”: background research, an assessment of the study area, focus groups, interviews, a public forum, a call for further input through local media, and then analysis and review.

Ms. Sundrla said the team asked people what works, what doesn’t, and what they would change in the downtown area, if they could. What they heard was that downtown Beaufort is authentic, “an experience,” locally owned, walkable, still a small town, a source of pride, and “the heart of Beaufort.”

They also heard that there is a need for balance; more dialogue between the public and private sectors and strengthening of those relationships; a clear direction/vision; the product to meet the expectation; the community/the city to take ownership of downtown, and “a focus on downtown,” rather than more focus on Boundary Street.

In addition, Ms. Sundrla said the team heard there is a desire for

- year-round, programmed activities in Waterfront Park for families, kids, and adults (e.g., local musicians in the day and evening, relocating the farmers’ market back to the park).
- complementary retail (e.g., a small grocery/market, a drug store, women’s accessories, shoes, and men’s clothing).
- “an enhanced police presence.”
- more consistent and longer hours of operation for businesses downtown.
- activities and businesses that are affordable for students and those in the military/their families.
- more street closure events (e.g., for First Fridays and in conjunction with Waterfront Park events).
- new events. Merchants said large events in Waterfront Park don’t necessarily benefit their businesses, but “a dual event,” in which the merchants and restaurants were involved, would be positive, Ms. Sundrla said.
- significant upgrades to the marina facility and expanded uses (e.g., rental kayaks, paddle boards, etc.) to complement the Spanish Moss Trail and “eco-interests.”
- enhanced (widened) sidewalks with sidewalk cafes, hanging baskets, etc.

Ms. Sundrla said that among the things that the team saw were a strong business community and merchants’ association; interested property owners; a strong sense of community pride, and strategic partners. They clearly heard the desire to “keep Beaufort Beaufort” and to keep its small town feel, she said.

Opportunities and challenges, Ms. Sundrla said, include

- parking – availability, management, marketing, and less aggressive enforcement, and more strategic marketing of other parking opportunities.
- the overall cleanliness and experience of downtown. For example, people want “attractive trash cans,” swept sidewalks, attractive window displays, benches, and places to relax and gather, she said.
- occasional late-night rowdiness. If the city wants residential on the upper floors of buildings downtown, the needs of those residents should be “balanced,” she said.
- making downtown inviting to innovation and investment.
- filling vacant storefronts with a strong mix of complementary retail and restaurant uses. There are a number of vacant buildings and opportunities to do this, Ms. Sundrla said.
- preserving and enhancing downtown by linking the history, the image, and the message.
- developing, funding, and staffing a comprehensive, focused downtown management program with a clearly defined shared vision and mission and expectations.
- creating a shared vision of downtown Beaufort that brings all stakeholders together to work toward a common goal.

Ms. Sundrla said the final two “opportunities and challenges” are the most important.

Ms. Sundrla reviewed why doing this is important and what the indicators of success would be.

To “ensure and sustain a vibrant, vital downtown core,” Ms. Sundrla said, it’s not necessary to reinvent the wheel, because Beaufort can look at what other communities have done, such as Florence, SC, Dahlonge, GA, Anderson, SC, Conway, SC, Brunswick, GA, and Summerville, SC and see what the economic impact is. In Dahlonge, for example, from 2006 to 2016, there has been private construction investment of more than \$47,000,000; more than 215 new jobs created; 94 new and expanding businesses; 227 rehabs, and a total public construction investment of more than \$2 million.

Conway, SC had a traditional Main Street program, Ms. Sundrla said, but their membership in the state Main Street program was not as successful as it had been from 1986 to 1996. They kept the Main Street model but were no longer members of the organization, she said. They created a new organization, “Conway Downtown Alive,” which had the following economic impact: private construction investment of nearly \$2.1 million; 37 new businesses; 116 rehabs, and 148 new jobs from 2011 to 2016.

Ms. Sundrla said Naples, FL, Columbia, SC, and Brevard, NC are different: Naples, for example, created a “business improvement district” (BID) after dropping out of the state

Main Street organization but continuing to follow that model. Brevard has been a “municipal service district” since 1980, she said, and “they operate off that revenue.” From 2007 to 2017 in Brevard, the following took place: \$14,000,000+ in private construction investment; 266 new jobs (in a population of 7,000); public construction investment of approximately \$500,000; 84 rehabs, and 95 net new and expanding businesses.

Ms. Sundrila said the measures of success are new investment, the number of rehabs and infill developments, net new businesses and expansions, and net new jobs created, as well as increases in retail sales, business license fees, ATAX (Accommodations Tax) and HTAX (Hospitality Tax), parking fees/fines, and property tax revenues.

TEAM RECOMMENDATIONS: PRIORITY #1 – DEVELOP, FUND, AND STAFF A COMPREHENSIVE, FOCUSED DOWNTOWN MANAGEMENT PROGRAM

1. Create a new program management entity – There are 3 recommended options for doing this, Ms. Sundrila said:

- Option 1: A new, nonprofit program that is run by a **property owners’ association**, which is a key funding partner; it would take awhile to build this and determine if it’s the way to go, Ms. Sundrila said. She detailed the suggested board make-up.
- Option 2: City council creates a **Downtown Redevelopment Commission**. Ms. Sundrila detailed the suggested board make-up and said this could happen sooner than option 1.
- Option 3: Per the SC Code of Laws, a **BID** could be created. This option would be “more top-heavy with property owners,” Ms. Sundrila said, because they would be paying into the organization. A BID works by taking “the taxable property value” and adding “an assessment, and the monies relating from that assessment come back into the downtown,” she said. Ms. Sundrila detailed a suggested board make-up and said this would not be a sustainable option now, but it could be in the future if growth happens in the district.

2. Institute core management functions – This is necessary with all three options, Ms. Sundrila said:

- define, enhance and support the downtown Beaufort “brand”
- implement communication & marketing programs
- facilitate/coordinate private development/investment with the city
- serve as liaison between downtown small businesses and the city, and between the hospitality industry, downtown business community, downtown property owners, and the city
- engage in small business retention, expansion and recruitment activities and programs

- actively support networking and community building
- facilitate a strong partnership between key partners with a vested interest in the health and success of downtown

Ms. Sundrla summarized the suggested organizational structure for the following program committees: marketing and communication; business promotion and training; property owners; design and historic preservation; small business retention, expansion, and recruitment, and new development advice/advocacy. She offered details of what each committee would do and suggestions about the makeup of each committee.

3. Preliminary budget, staffing, and funding of the downtown management program –

The team recommends that the City of Beaufort fully fund the focused downtown management program for three years, Ms. Sundrla said.

- The program should be structured to be a bridge between the public and private sectors.
- The recommended staff would be an executive director and a program manager/assistant.
- Potential funding would be a combination of public and private funding and program-related revenue.

Ms. Sundrla said projected expenses for program management, marketing and communication, and business promotion and training would total \$258,600. She said potential income sources would be city investment, property owners' contributions or BID assessment, business owners' contributions, business promotion revenue, sponsorships/donations, and grants.

Ms. Sundrla said city revenues derived from the downtown core in 2017 from ATAX and HTAX, property taxes, net parking revenues, and business license fees totaled \$1,106,127.51.

4. Expedite the process by having the City of Beaufort fully fund the downtown management program for 3 years – During this time, the organization would work toward a public/private investment plan, Ms. Sundrla said; at the end of 3 years, a sustainable funding framework for the program would be presented to council.

Ms. Sundrla showed a proposed organizational structure with the City of Beaufort at the top. Councilman Murray asked if Ms. Sundrla was suggesting that "we abandon participation in the Main Street model." Ms. Sundrla said the team is "suggesting that as an option," as other communities have done. Main Street membership was not included "as a line item in our budget," she said.

Councilman Murray said Ms. Sundrla had put up numbers for revenue, and he asked if the team had done any research "on the expense side" (i.e., what those funds would be spent on). Ms. Sundrla said the team discussed this with Ms. Roper and Mr. Prokop, but

that hasn't been determined yet; council would need "to make decisions [about] how their funding works currently."

5. Expand current downtown program management boundaries to link historically commercial corridors – Ms. Sundrla described how the downtown boundaries would be expanded (e.g., through "infill and liner opportunities" along Carteret and Charles Streets). The team pulled the boundary to Boundary Street, she said, because "connectivity is one of council's core goals." For the first phase, they recommend going to Boundary Street, and then "the new organization can strategically vision going further."

Councilman Murray asked if there had been consideration of "taking it from Church all the way to Bladen Street." Ms. Sundrla said they had discussed that; "it gets us more into the Northwest Quadrant," which creates a different "set of challenges," so that might be best in the second phase. They wanted a "first bite that they could manage and be successful with," she said.

6. Coordinate a quarterly meeting with downtown property owners and the city manager

7. Maintain management of the City of Beaufort's Taste of Beaufort and Shrimp Festival by the Chamber of Commerce for the next three years

TEAM RECOMMENDATIONS: PRIORITY #2 – DEVELOP A SHARED VISION FOR DOWNTOWN BEAUFORT

1. Engage downtown property owners and other stakeholders (small businesses, residents, City of Beaufort elected officials and staff, hospitality industry representatives, and the Chamber of Commerce) to develop a shared vision for downtown Beaufort
2. Complete development of the shared vision by November 2018
3. Identify a plan of work for the organization, setting critical dates for goals and projects, identifying responsible partners, and setting performance measurements

Ms. Sundrla said the team put together an implementation plan that is ready to begin, and she reviewed the actions/ next steps, beginning with this presentation of the team's findings and recommendations to council, after which the city would decide in the next few weeks if it wants to proceed with a new downtown management program. She reviewed a proposed implementation timeline (through November of next year) that would follow a vote by council to proceed with the program.

Councilman Murray said there was a consensus about events to get people downtown. He asked whose responsibility that would be. Ms. Sundrla said a committee in the new organization would plan those events, except for events in Waterfront Park, which

would be under the city's directive.

Deborah Johnson said the city's Redevelopment Commission is an "advisory commission," and she asked if the management program option that's similar to a redevelopment commission would be advisory or if it would be "its own, incorporated entity." Ms. Sundrla said the team's recommendation is for an advisory commission.

Mayor Keyserling asked the price per foot for space in the core commercial area. Ms. Sundrla said it ranges on Bay Street from \$5–\$21 per square foot.

Mayor Keyserling asked about zoning and codes; Ms. Sundrla said there are opportunities: There is resistance to change and innovation in the city and in the community, so they need to embrace those things and ensure that the tools, resources, codes, and zoning are compatible with innovative development. Mayor Keyserling asked if Ms. Sundrla's team had looked at the Beaufort Code, which is coming up for review. Ms. Sundrla said they did not; "that came from our discussions with property owners...and with businesses in the downtown."

Mayor Keyserling asked if the team got "much buy-in on the business improvement district from the property owners." Ms. Sundrla said, "We did, actually...about half" of the property owners "were interested in supporting" a BID. At the time they were discussing it, they had not "run the numbers yet to see what would actually work," she said, and how large the district would need to be "to support that, so those initial discussions were...just that."

Mayor Keyserling asked about tenants who would "absorb that cost" from property owners. Ms. Sundrla said yes, that is a concern right now, and there are "Mom and Pop" businesses that have been there for many years and that support families. As "rents start to creep up," those business owners are concerned they will not be able "to sustain within the market." There's a danger "in the core downtown" that "the myth" of what it could be "takes the place of the reality," she said.

Mayor Keyserling asked about Main Street Beaufort revenues and said that in good years, the organization was used to help do things that Ms. Sundrla is saying the city should do. Ms. Sundrla said that would be a discussion the city should have with the Chamber of Commerce "or whoever does those events." She said being a festival organizer and being a downtown management organization are two separate things.

Councilman Murray said he thinks it's a good point that the profits from "title festivals" should be used for the "non-profit-generating" things that are done downtown for "community goodwill." Ms. Sundrla said the organization they are proposing "would continue to be responsible for those activities that are specific to the street and to businesses," such as First Fridays, the Christmas tree-lighting, etc. or other new events that arise, but events in "Waterfront Park would not be a responsibility of this

organization.”

Councilman Murray asked **Kathy Todd**, “If we looked at a BID” for the core commercial district, if it would be “35 mills to get us to \$100,000.” Ms. Todd said the millage for those businesses would have to be increased to 108.57 mills. Councilman Murray asked Ms. Sundrla if the team had “talked to any of the property owners about a 35 mill increase.” Ms. Sundrla said the way an assessment for a BID is measured is “on the taxable value of the properties.” They were “looking at an assessment of 2.5%” to start, she said, and that comes to “just over \$70,000.” That 2.5% increase would be “on top of whatever [amount] the current property taxes are,” she said.

Councilman Murray said the city is “only generating [around] \$208,000 in current property taxes out of the core commercial district” at 72 or 73 mills. Ms. Todd said that’s right, and “the only way to generate \$307,000 out of that same taxable value is to increase the millage rate.” Ms. Sundrla said the millage rate is not increased “at all.” It’s done “on the value of the taxable properties within the district” multiplied by “whatever percentage...you choose to assess them with.” It’s “not considered an additional tax or an increase of the millage,” she said; “it’s a 2.5% assessment on top of the existing.” The property owners would have to agree to it, Ms. Sundrla said, and a “downtown improvement plan” would have to be created that they all agreed to, “as to what those additional funds would go towards.”

Councilman Cromer asked if all the property owners had to agree “or just the majority.” Ms. Sundrla said 51% of the owners is typical. If at the end of a certain pre-determined number of years, the organization is not doing “what it said it was going to do,” the property owners could say, “We’re not going to approve doing it again.”

Councilman Murray said core commercial is currently generating \$200,000 in property taxes, and “to generate \$100,000 from those property owners, they have to pay [an additional] 50% of whatever their city tax bill is currently,” which he feels they will not support doing. Ms. Sundrla said she would like to go over this with council at another time because she thinks it’s not clear to them “how this works,” in that it’s based on the value of each owner’s property. She reiterated that she would not recommend having it be more than 2.5% – to generate an additional \$70,000 – initially.

The property owners appoint the board in a BID, Ms. Sundrla said. If the BID doesn’t generate any more than “\$70,000 – or \$141,000 if you go up to 5% – then it’s not even meeting the actual budget.” Everybody within the BID – including the merchants, who are paying for it as it “trickles down” from the property owners – “is a member.” Mayor Keyserling said the property owners would have weighted votes (i.e., a vote for each of their properties), and Ms. Sundrla said that’s correct.

Mayor Keyserling said of “that big, million-dollar revenue” that Ms. Sundrla had shown as coming from downtown, “more than half of that’s eaten up,” because there are

“restrictions” on it, such as with ATAX and HTAX revenues, so “those aren’t real numbers about what the city has to spend downtown.” Councilman Murray feels it’s “a bit unfair” to show revenues “without looking at the expense side,” because there’s a perception that revenues generated from downtown are “unrestricted and free for council to direct at will,” when in reality most of those revenues are “restricted in some way.” Ms. Sundrla said that’s why council would determine “what funds you want to use,” and there may be other revenues that the team was not aware of; they listed funding sources typically used for such a program in other communities.

Ms. Stephenson asked Ms. Sundrla to explain the difference between having a BID and having a nonprofit, quasi-governmental organization. Ms. Sundrla said the best example of that is in Savannah, where she directed an organization that was “a public agency of the city,” which fully funded the organization. The city appointed the board, but the organization was “a self-operating entity that reported to the city” but didn’t work for it.

Councilman Murray asked Ms. Sundrla “what metrics, what data, what benchmarks” she used to assess Beaufort’s downtown as “flailing.” He asked if she’d looked at occupancy rates. Ms. Sundrla said yes, and described the current vacancies in “your core area.” Councilman Murray asked how that compares to “total occupancy” in cities of comparable size. Ms. Sundrla said, given where Beaufort is now, downtown “should not have gone backwards.” Councilman Murray asked if the team had looked at other figures (e.g., net new jobs and net new business licenses in the core commercial area) over a ten-year period. Ms. Sundrla said they tried to obtain “those numbers, and we weren’t able to acquire all of” them for Beaufort’s downtown.

Ms. Sundrla said the team met with individual business owners throughout the district, and some businesses were down 24% in 2017; others did well “but not as well as they had done in the past.” Hurricanes may have contributed to this somewhat, she said, but what is happening is that downtown is not “cohesive” right now, meaning that “there’s not a management effort to pull them together,” to “collectively” work with and market the businesses there, and to get them to a level “where they can reach” the “highest level” their businesses can achieve. Some businesses are teetering on the verge of closing, Ms. Sundrla said, and some have slashed their prices because they have recognized the market that can afford their prices isn’t currently there for them. Mayor Keyserling asked who those customers are who can afford to pay the top prices. Ms. Sundrla said this community should be able to support some higher-end stores downtown, as part of a blend of affordable, mixed uses, but some businesses can’t survive at what their original numbers were.

Councilman McFee said Councilwoman Sutton said the market for her store is 48% local and 52% tourists.

Mr. Prokop asked why the range of rent prices is so large. Ms. Sundrla said some of the property has been in the same hands for many years, and the owners haven’t raised

those rents, while there are newer owners who “recognize opportunities” to raise the rent, and if one or two shops are willing to pay the higher amount, it starts to get skewed. This is why the “tenanting strategy” is so important, she said.

Ms. Stephenson said she’s owned her downtown business for more than 20 years, and her concerns are cohesiveness, community, and “seeing vibrancy” downtown. She didn’t want to join Main Street Beaufort, she said, and she agrees that there needs to be a change. Of the three options, she asked which would offer the most benefit. Ms. Sundrla said it’s a question of which option could “happen more quickly than the others.” If they know going in that they “have a secure amount of funding” and can focus on programming, setting goals, “achieving things,” and “working with the community,” rather than “spending time raising the money to run the organization” by having festivals and events or by building membership, then “you can actually achieve and accomplish much more.”

Ms. Stephenson said she could see the city’s perspective on funding the management organization being that the downtown businesses are for-profits, so they should do this program without city funds. Ms. Sundrla said the idea is to refocus and commit to “a healthy downtown core,” and if the city gives the program a leg up, after three years (or however long it chooses), a new funding source could be put in place. Ms. Stephenson said she would like city council and downtown business owners to find a way to work on this, because when she travels, she sees “dead downtowns,” which are “terrible,” and she’s afraid that could happen in Beaufort.

Ms. Sundrla said, “The goal is to see the value of the properties raised” within the core commercial district. Councilman Murray said he supports “a more cohesive strategy downtown” and thinks it’s a necessity to have “an entity that brings us together under a unified vision.” He feels everyone agrees with the ideas Ms. Sundrla presented about “putting the pieces together,” but he’s not sure Ms. Sundrla’s team answered the questions about “where we thought we were going to go or gave us a strategic vision.” Ms. Sundrla said she’s not saying council has to create a strategic vision; “we created a strategic vision for you. That’s what this is. What y’all are creating is a community vision for the future of downtown,” which is “a totally different thing.”

There being no further business to come before council, the work session adjourned at 6:45 p.m.



CITY OF BEAUFORT

DEPARTMENT REQUEST FOR CITY COUNCIL AGENDA ITEM

TO: CITY COUNCIL **DATE:** 3/6/2018
FROM: Libby Anderson
AGENDA ITEM
TITLE: Resolution Adopting Priority Community Development Needs
MEETING
DATE: 3/13/2018
DEPARTMENT: Planning

BACKGROUND INFORMATION:

At the January 23 City Council meeting, Council held a Needs Assessment public hearing for purposes of the Community Development Block Grant (CDBG) program. Council discussed the City's priority needs at a workshop on February 27. A resolution adopting the City's priority community development needs for 2018 is attached.

PLACED ON AGENDA FOR: Discussion

REMARKS:

ATTACHMENTS:

Description	Type	Upload Date
resolution community development needs	Cover Memo	3/6/2018

RESOLUTION

WHEREAS, a public hearing regarding the City's priority community development needs was held at the January 23, 2018 City Council meeting; and

WHEREAS, this public hearing was advertised in the January 11, 2018 edition of *The Beaufort Gazette*, and

WHEREAS, the City Council discussed the City's priority community development needs at their workshop on February 27, 2018;

NOW THEREFORE BE IT RESOLVED by the City Council of Beaufort, South Carolina, that the City's priority community development needs for 2018 are as follows:

1. Drainage improvements in low- and moderate-income neighborhoods, including flood control gate at West Royal Oaks.
2. Housing programs--housing repair for low- and moderate-income homeowners and for rental units occupied by low- and moderate-income renters; programs to promote new affordable rental housing; programs and policies to promote homeownership for low- and moderate-income households; and incentives to promote affordable infill housing.
3. Streetscape improvements in low- and moderate-income neighborhoods, to include Duke III Streetscape (Bladen Street to Ribaut Road), the Hazel Farm Road-Gay Drive connector on Lady's Island, and sidewalks on Salem Road.
4. Improvements to public recreation facilities that benefit low- and moderate-income persons including the Charles Lind Brown Activity Center.
5. Repair or demolition of dilapidated, vacant abandoned structures.

IN WITNESS THEREOF, I hereunto set my hand and caused the Seal of the City of Beaufort to be affixed this 13th day of March, 2018.

(SEAL)

Attest:

BILLY KEYSERLING, MAYOR

IVETTE BURGESS, CITY CLERK



CITY OF BEAUFORT

DEPARTMENT REQUEST FOR CITY COUNCIL AGENDA ITEM

TO: CITY COUNCIL **DATE:** 3/6/2018
FROM: Kathy Todd
AGENDA ITEM
TITLE: Resolution to create a Stormwater Special Revenue Fund
MEETING
DATE: 3/13/2018
DEPARTMENT: Finance

BACKGROUND INFORMATION:

PLACED ON AGENDA FOR: Action

REMARKS:

Request that City Council approve the creation of a Stormwater Special Revenue Fund effective July 1, 2018.

ATTACHMENTS:

Description	Type	Upload Date
Reolsution on Stormwater	Cover Memo	3/6/2018

RESOLUTION

Establishing a Special Revenue Fund entitled the Stormwater Fund

WHEREAS, currently stormwater fees and other stormwater related activity within the City are properly accounted for in a designated account entitled Stormwater Organization; and,

WHEREAS, with the increased attention and activity related to stormwater issues within the City, and the issues under review and analysis by City Engineers, it is anticipated that Council may pursue in the future the issuance of a Revenue Bond secured by Stormwater Fees; and,

WHEREAS, in discussion with Bond Council, and upon the recommendation of the City Finance Director, the stormwater activities, revenues and expenditures would be best presented as its own special revenue fund; and,

WHEREAS, upon this recommendation, City Council finds that it is in the best interest of the City to create a special revenue fund entitled the Stormwater Fund:

NOW, THEREFORE, BE IT RESOLVED by the City Council of Beaufort, South Carolina, in Council duly assembled and by the authority of the same, that as soon as practical, as determined by the City Finance Director, there shall be authorized the creation of a special revenue fund entitled the Stormwater Fund, to capture and account for the stormwater activities, revenues and expenditures within the City.

AND IT IS SO RESOLVED

(SEAL)

Attest:

BILLY KEYSERLING, MAYOR

IVETTE BURGESS CITY CLERK

1st Reading and Adoption _____

Reviewed by:

WILLIAM B. HARVEY, III, CITY ATTORNEY



CITY OF BEAUFORT

DEPARTMENT REQUEST FOR CITY COUNCIL AGENDA ITEM

TO: CITY COUNCIL **DATE:** 3/6/2018
FROM: Kathy Todd
AGENDA ITEM
TITLE: Resolution to create Parks & Tourism Special Revenue Fund
MEETING
DATE: 3/13/2018
DEPARTMENT: Finance

BACKGROUND INFORMATION:

PLACED ON AGENDA FOR: Action

REMARKS:

Request that City Council approve the resolution to create a Parks and Tourism Special Revenue Fund beginning July 1, 2018.

ATTACHMENTS:

Description	Type	Upload Date
Resolution on Parks & Tourism Fund	Cover Memo	3/6/2018

RESOLUTION

Establishing a Special Revenue Fund entitled the Parks and Tourism Fund

WHEREAS, currently the financial activities within City Government related to parks, tourism and accommodations are accounted for under the Parks Organization of the City's General Funds; and,

WHEREAS, with the increased financial activities associated with Local Hospitality and Local Accommodations Fees, a better and more transparent accounting presentation on the use of these funds is through segregation into a special revenue fund; and,

WHEREAS, in addition, with the creation of the Downtown Operations Director, the accounting of the financial activity related to Downtown Beaufort would be better served through the creation of this special revenue fund; and,

WHEREAS, this special revenue fund of the City of Beaufort, entitled the Parks and Tourism Fund, would account for the receipt of the Local Hospitality Fees, the Local Accommodations Fees, Marina Rental, Parking Fees and all other tourism related fees, and would capture the expenditure activity of the Other City Parks Organization, the Waterfront Park Organization, the Downtown Operations Organization, the Parking Organization, the Marina Organization and other tourism activity organizations within the financial accounting of the City; and,

WHEREAS, upon recommendation of the City Finance Director, and the City's financial auditors, City Council finds that it is in the best interest of the City to create a special revenue fund entitled Parks and Tourism Fund:

NOW, THEREFORE, BE IT RESOLVED by the City Council of Beaufort, South Carolina, in Council duly assembled and by the authority of the same, that as soon as practical, as determined by the City Finance Director, there shall be authorized the creation of a special revenue fund entitled Parks and Tourism Fund, to capture and account for the financial activities of the organizations and fees set forth above.

AND IT IS SO RESOLVED

(SEAL)

Attest:

BILLY KEYSERLING, MAYOR

IVETTE BURGESS CITY CLERK

1st Reading and Adoption _____

Reviewed by:

WILLIAM B. HARVEY, III, CITY ATTORNEY



CITY OF BEAUFORT

DEPARTMENT REQUEST FOR CITY COUNCIL AGENDA ITEM

TO: CITY COUNCIL **DATE:** 3/6/2018
FROM: Kathy Todd
AGENDA ITEM
TITLE: Release Committed Fund Balance for Capital Projects
MEETING
DATE: 3/13/2018
DEPARTMENT: Finance

BACKGROUND INFORMATION:

The Waterfront Park Relieving Platform is in need of repair. The City's marine engineers performed an analysis of the condition of the relieving platform and noted that many of the piling supporting the park are requiring attention in order to preserve the asset.

RFP 2018-106 was issued and the lowest responsible bidder proposed price is \$332,500 which is \$76,445 more than funding previously set aside for the project. In order to fund the project, the release of committed fund balance is needed.

PLACED ON AGENDA FOR: Action

REMARKS:

Request the City Council approve the Release of Committed Fund Balance for Capital Projects for the Waterfront Park Relieving Platform project

ATTACHMENTS:

Description	Type	Upload Date
Resolution to Release Committed Fund Balance	Cover Memo	3/6/2018

RESOLUTION

IN ACCORDANCE WITH THE CITY'S FUND BALANCE POLICY, RELEASE OF COMMITTED FUNDS IS
REQUIRED BY CITY COUNCIL RESOLUTION

WHEREAS, the City has previously committed funds for Capital Projects; and

WHEREAS, the Council has approved the use of fund balance, up to \$76,445 to cover additional resources needed for the Waterfront Park Relieving Platform project under RFP 2018-106.

WHEREAS, in accordance with the Fund Balance Policy, release from committed fund balance is required by City Council Resolution in order for those resources to be made available in the current year.

NOW THEREFORE, BE IT RESOLVED, that the City Council of the City of Beaufort, South Carolina hereby resolved to release from committed funds an amount not to exceed \$76,445 for use as a current year resource as reflected in the FY 2018, Budget Amendment #2.

IN WITNESS THEREOF, I hereunto set my hand and cause the seal of the City of Beaufort to be affixed this _____th day of March, 2018.

BILLY KEYSERLING, MAYOR

IVETTE BURGESS, CITY CLERK



CITY OF BEAUFORT

DEPARTMENT REQUEST FOR CITY COUNCIL AGENDA ITEM

TO: CITY COUNCIL **DATE:** 3/6/2018
FROM: Kathy Todd
AGENDA ITEM TITLE: Authorization to allow the City Manager to execute Contract for the Waterfront Park Relieving Platform
MEETING DATE: 3/13/2018
DEPARTMENT: Finance

BACKGROUND INFORMATION:

At the end of FY 2016, early FY 2017, the City through McSweeney Engineer performed an investigation of eastern waterfront structure and western seawall at Henry C. Chambers Waterfront Park for the purpose of evaluating the degree of deterioration that has occurred on the structure since the last evaluation conducted in 2014 as well as to determine new damage caused by Hurricane Matthew.

The results of the evaluation noted significant deterioration of the piling supporting the relieving platform and a recommendation from our Engineers to pursue a 5 year maintenance plan that addresses repair to the pilings most distressed first and additional pilings in each of the four subsequent years.

See attached Memo and Recommendation from the Committee.

PLACED ON AGENDA FOR: Action

REMARKS:

Request that City Council authorize the City Manager to execute the contract with Cape Romain for the repairs to 14 pilings at a contract price of \$332,500.

ATTACHMENTS:

Description	Type	Upload Date
Memo	Backup Material	3/7/2018

CITY OF BEAUFORT
INTEROFFICE MEMORANDUM

TO: KATHY TODD
FROM: PAUL MCGEE
SUBJECT: HENRY C. CHAMBERS WATERFRONT PARK RELIEVING PLATFORM PROJECT
DATE: 3/7/2018
CC: WILLIAM PROKOP

The City issued a Request for Proposal (RFP) for Relieving Platform repair work on January 25, 2018. The RFP was posted on the City's website and VendorRegistry.com. The RFP was also advertised in the Beaufort Gazette and the State of South Carolina procurement newsletter.

The City received two (2) sealed proposals by the submittal date of February 23, 2018 in response to RFP 2018-106. The two (2) Companies were: Cape Romain Contractors, and Salmons Dredging Corporation. The proposals were publicly opened on February 23, 2018 at 2:01pm and results were publicly read in accordance with the RFP notice. Cape Romain Contractors bid was \$332,500 and Salmons Dredging Corporation bid was \$403,271.70 (Option 1), and \$360,026.55 (Option 2).

On March 6, 2018, the selection committee; Linda Roper, Director of Downtown Operations and Neal Pugliese, Director of Public Facilities, met and discussed each of the two submitted proposals. Following the discussion and evaluation of proposals received, the committee recommends Cape Romain as the company to perform the Relieving Platform repairs for the City of Beaufort at a contract price of \$332,500. Cape Romain was determined to be the lowest responsible bidder based on the following criteria:

- They provided comprehensive understanding of the requirements with strong enthusiasm.
- They presented excellent experience with required equipment relating to the repairs needed by the city.
- They provided the more comprehensive understanding of the approach needed with stakeholders and community involvement.

The selection committee was unanimous in their recommendation that Cape Romain was the lowest responsible bidder and would service the City's Relieving Platform needs in the best possible way.

Factors that contributed to Salmons Dredging Corporation not being selected was that their high bids were not within the required city budget for this project. Although they had two different options they were still outside of the ceiling for the city's budget for this project.



CITY OF BEAUFORT

DEPARTMENT REQUEST FOR CITY COUNCIL AGENDA ITEM

TO: CITY COUNCIL **DATE:** 3/9/2018
FROM: Ivette Burgess, City Clerk
AGENDA ITEM Ordinance amendment to Section 1-3001, Meetings of Council; Date and Time - 1st
TITLE: Reading
MEETING 3/13/2018
DATE:
DEPARTMENT: City Clerk

BACKGROUND INFORMATION:

Staff is working on updating ordinances.

PLACED ON AGENDA FOR:

REMARKS:

ATTACHMENTS:

Description	Type	Upload Date
Draft Ordinance Markup	Backup Material	3/9/2018

City of Beaufort Code of Ordinances

Chapter 3.- RULES OF PROCEDURE AND ORDINANCES

ARTICLE. A. – MEETING OF COUNCIL

Sec. 1-3001. - Date and time.

- (a) Worksession —~~Regular~~ meetings of council ~~may be held shall be on the second, third and fourth Tuesday of the month at held at 6:00 p.m. Regular meetings of council are held on the second and fourth Tuesday at 7:00 p.m., on the second and fourth Tuesdays in each month~~ unless changed by a majority vote of members present at any regular or special meeting.
- (b) Special meetings of council may be held on the call of the mayor or of a majority of the members. Notice of a special meeting shall be given immediately to all available members and the news media by the manager.
- (c) All regular and special meetings of council shall be open to the public.

(Ord. No. O-11-85, 3-12-85; Ord. No. O-15-87, 6-23-87; Ord. No. O-02-96, 1-9-96)



CITY OF BEAUFORT

DEPARTMENT REQUEST FOR CITY COUNCIL AGENDA ITEM

TO: CITY COUNCIL **DATE:** 3/9/2018
FROM: Ivette Burgess, City Clerk
AGENDA ITEM TITLE: Ordinance amendment to Section 1-4051, Other Offices and Departments; Creation of other Departments - 1st Reading
MEETING DATE: 3/13/2018
DEPARTMENT: City Clerk

BACKGROUND INFORMATION:

Staff is working on updating City Ordinances

PLACED ON AGENDA FOR:

REMARKS:

ATTACHMENTS:

Description	Type	Upload Date
Draft Ordinance Markup	Backup Material	3/9/2018

City of Beaufort Code of Ordinances

CHAPTER 4. - OFFICES AND DEPARTMENTS

ARTICLE E. - OTHER OFFICES AND DEPARTMENTS

Sec. 1-4051. - Creation of other departments.

ARTICLE E. - OTHER OFFICES AND DEPARTMENTS

Sec. 1-4051. - Creation of other departments.

(a) There are hereby established and created other offices and departments for the city as follows:

- (1) Police ~~department.~~
- (2) Fire ~~department.~~
- (3) ~~Water and wastewater department~~ Municipal Court.
- (4) ~~Recreation department~~ Human Resources.
- (5) Finance ~~department.~~
- (6) Public ~~W~~works, ~~department.~~ Projects, Facilities and Emergency Management
- (7) ~~Codes enforcement department~~ Downtown Operations and Contract Management.
- (8) Planning and Development Services ~~community development department.~~

(b) Persons appointed to these departments and offices shall be responsible for the functions and duties as prescribed in this Code and other duties as the manager may from time to time determine.

(Ord. No. O-27-89, 10-10-89; Ord. No. O-02-94, 1-11-94)

Cross reference— See specific chapters for departmental and office functions and duties.

State Law reference— Departments and offices established by ordinance, S.C. Code 5-7-260.