CITY OF BEAUFORT
1911 BOUNDARY STREET
BEAUFORT MUNICIPAL COMPLEX
BEAUFORT, SOUTH CAROLINA 29902
(843) 525-7070

CITY COUNCIL REGULAR MEETING AGENDA
October 22, 2019

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. Proclamation Proclaiming Beaufort Garden Club celebrating 85 years

B. Proclamation Proclaiming Beaufort High School Class of 1964 55th Anniversary Week October 21-26, 2019

IV. PUBLIC COMMENT

V. MINUTES

A. Worksession and Regular Meeting September 24, 2019

VI. OLD BUSINESS

VII. NEW BUSINESS

A. Appointments to the Affordable Housing Task Force Committee

B. Appointments to the Higher Education Task Force Committee

C. Ordinance Amendment to Chapter 3 Park and Tree Advisory Commission (PTAC), Duties - 1st Reading

VIII.REPORTS

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

IX. ADJOURN

P R O C L A M A T I O N

WHEREAS the Beaufort Garden Club has for 85 years led numerous horticulture projects around the city of Beaufort to both beautify our landscape and teach residents the many benefits of gardening; and

WHEREAS during its many years of operations the Beaufort Garden Club has landscaped numerous public properties including Government buildings, cemeteries, schools, and parks -- all for the purpose of beautifying Beaufort and elevating its civic pride; and

WHEREAS for the past 25 years the Beaufort Garden Club has attracted visitors from all over the United States for its "Garden A Day" event the first week of June; and

WHEREAS for the past three years the Beaufort Garden Club has held a very successful family photo opportunity with its "Smile for Santa" event during the holiday season; and

WHEREAS the Beaufort Garden Club has the distinction of being the second oldest club in the State of Carolina, and has brought its flower arranging capabilities to numerous senior living centers in the area; and

WHEREAS the Beaufort Garden Club has held a plant sale for the past 20 years, with items contributed by members, the proceeds of which are used for projects to beautify the community.

NOW, THEREFORE, the City Council of the City of Beaufort, South Carolina, hereby proclaims October 23, 2019 as a day in honor of

THE BEAUFORT GARDEN CLUB DAY

IN WITNESS THEREOF, I hereunto set my hand and caused the Seal of the City of Beaufort to be affixed this 22nd day of October 2019.

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BILLY KEYSERLING, MAYOR

ATTEST:

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IVETTE BURGESS, CITY CLERK

PROCLAMATION

WHEREAS, education and educational institutions are critical to the long-term health and prosperity of the City of Beaufort; and

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

WHEREAS, Beaufort High School has educated generations of Beaufortonians since 1909.

WHEREAS, modern day Beaufort High School was formed from the consolidation of St. Helena School, Robert Smalls High School, and Beaufort High School in 1970; and

WHEREAS, elements of all three schools were incorporated into the new school. Beaufort High School was created to be inclusive of all three schools and included the name (Beaufort High School) from one, the mascot (Eagles) from St. Helena School, and the colors (Green and White) from Robert Smalls High School; and

WHEREAS, Beaufort High School alumni have undoubtedly made positive and beneficial contributions to the City of Beaufort, state of South Carolina, and the United States of America; and

WHEREAS, the Class of 1964 alumni have made positive contributions in education, the military, healthcare, business, government, and non-profit organizations; and

WHEREAS, the Beaufort High School Class of 1964 is celebrating the 55th year since their graduation on October 25-26, 2019 in the City of Beaufort

NOW, THEREFORE, the City Council of the City of Beaufort, South Carolina, hereby proclaims:

OCTOBER 21-26, 2019

AS BEAUFORT HIGH SCHOOL CLASS OF 1964 ANNIVERSARY WEEK

IN WITNESS THEREOF, I hereunto set my hand and caused the Seal of the City of Beaufort to be affixed this 22nd day of October 2019

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BILLY KEYSERLING, MAYOR

ATTEST:

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IVETTE BURGESS, CITY CLERK

A work session of Beaufort City Council was held on September 24, 2019 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 5:01 p.m.

EMPLOYEE NEW HIRE RECOGNITION

Neil Desai introduced **James Jenkins**, a new employee in Public Works' parks department.

DISCUSSION: FY 2020 ACCOMMODATIONS TAX (ATAX) GRANT RECOMMENDATIONS FROM TOURISM DEVELOPMENT ADVISORY COMMITTEE (TDAC)

Jonathan Sullivan said there was a $61,000 fund balance, and the committee requested using $41,000 of it, which made the total approximately $202,000 for distribution. The recommendations were made on that total. The methodology was the same for scoring the applications as it had been for the past 3 years, Mr. Sullivan said, including the mandatory information sessions for applicants.

Mr. Prokop said all of the applicants knew about the work sessions and showed up for them. Mr. Sullivan said that is correct. He thins there were not any new applicants who didn't know about that.

The **Convention & Visitors Bureau** (CVB) requested $140,000 for its destination-marketing component, Mr. Sullivan said, and TDAC recommended $130,000.

For Visitors Center engagement, the request was $30,000, and TDAC recommended $13,000.

For the CVB's "sales plan," the request was $35,500, and TDAC recommended $25,000. Mr. Sullivan explained what this request is for. The salesperson goes to conventions and sells group business in Beaufort to various organizations (e.g., for family and corporate travel). Last year, council awarded the CVB $35,000 for this, he said.

Beaufort Film Society requested $15,000, and TDAC recommended $3,500, which is less than last year. The organization added a day to the film festival last year, Mr. Sullivan said, and it was very successful.

Port Royal Sound Foundation requested $7,400; TDAC recommended $2,500, which

“contributes directly to their marketing budget,” Mr. Sullivan said.

CAPA Ghost Tours requested $1,000, and TDAC recommended $500.

Spanish Moss Trail requested $5,000 “for the connector,” and TDAC recommended $1,000, Mr. Sullivan said.

South Carolina Lowcountry Resort Tourism requested $33,000; TDAC recommended $15,000. Mr. Sullivan said the committee would have loved to recommend more. The organization collaborates with the CVB and makes an effort not to duplicate marketing efforts and vice versa. They also bring travel writers to Beaufort, he said. They made a great map, **Erica Dickerson** said. Mr. Sullivan said the organization wasn’t asking for funding for that, but it “really sells Beaufort.”

Santa Elena Foundation requested $6,500 for heritage and destination marketing; TDAC recommended $1,000. Mr. Sullivan said, “If it’s part of the destination as a whole, we really want them to lean on the CVB for the marketing,” so this is for the organization’s “own private marketing” because “we didn't have the funding” to recommend that council give them more.

Beaufort Area Hospitality Association (BAHA) requested $7,500 to market an oyster festival that BAHA will host; TDAC recommended $4,935 for that. Mr. Sullivan said he and TDAC chair **Vimal Desai** serve on the BAHA board, so they recused themselves from the discussion about BAHA’s request and the vote. This event will be in January, which is “a dead time in the market,” Mr. Sullivan said. It will be a 7-day festival, with 2 days taking place in Waterfront Park and 5 days in other areas around the city. The total anticipated cost of the event is $71,000, he said.

Beaufort History Museum requested $11,620 for permanent exhibit renovations, and TDAC recommended zero dollars. Mr. Sullivan said the committee felt this was an “all or nothing” request, and since there were not enough source funds available for the museum’s request, they recommended no ATAX funds for it.

Penn Center requested $50,000 for its Heritage Days Festival; Mr. Sullivan said Penn Center is “working to bring the event back,” and TDAC recommended $2,500. Mr. Sullivan said “maintenance” in this case is for wear and tear on the buildings that would occur during the festival.

Mayor Keyserling asked if there is an admission charge for Heritage Days. It’s free to get in, Mr. Sullivan said, though there is a fee for parking, and there are other things that generate revenue, such as Gullah cooking classes, though Penn Center didn’t articulate this in its ATAX application.

Mayor Keyserling said he was glad admission was free because he found it sad that a

few years ago, some people couldn't get in to Heritage Days because they couldn't afford $15 for admission. Mr. Sullivan said Heritage Days had 8,000 attendees last year, and Penn Center charged a flat fee for parking. They are trying to work through how to manage that many people, he said. Mr. Desai said TDAC suggested charging a dollar or two for admission, and the applicant said they were considering that. Ms. Dickerson said the committee also suggested asking for a donation to get in instead of a flat fee.

Beaufort Art Association requested $2,500 for its 59th Annual Spring Art Show, and the committee recommended no funding because it is a "mostly local event" and takes place during a peak tourism period, Mr. Sullivan said.

Black Chamber of Commerce requested $35,000 for cultural tourism marketing, and TDAC recommended $3,500. The committee thought the organization's effort to bring in African-American group travel was "a great idea," Mr. Sullivan said, so TDAC is recommending support for that.

Councilman Cromer said he's the city liaison to the Beaufort History Museum, and he was "a little disappointed they didn't get anything." He asked "the rationale for awarding money to lower-scoring entities," and suggested that in the future, activities or organizations "that do things within the city limits would get some extra credit, versus those like Port Royal Sound Foundation and a few others that are outside of" the city limits. He thinks that would be a better way to spend the ATAX money the city has to distribute "because the county covers a lot of the other stuff."

Mr. Sullivan said the rationale is that if Penn Center or Port Royal Sound Foundation have events, there is no lodging near their locations, so participants would stay in the City of Beaufort, and ATAX funds are meant to be awarded to things that put "heads in beds." TDAC has discussed this a lot, he said, and he thought Councilman Cromer made "a fair point." An event like Heritage Days is primarily a local event, and it doesn't generate a lot of tourism, Mr. Sullivan said, so "it's hard to fund it from an ATAX perspective."

Ms. Dickerson said the history museum was specifically looking for ATAX funds for a display that had a very large price tag. The contribution TDAC could recommend making wouldn't make a dent in the amount that Beaufort History Museum needed, she said. Also, **Robb Wells** had presented to TDAC that the CVB is "going in a little bit of a different direction" by having visitors fill out paper forms instead of using iPads to collect information, "and they're getting a lot more response from people that come to our events" by using this "low-tech" method, Ms. Dickerson said, while Beaufort History Museum wants "to do a very high-tech display." Councilman Cromer said the high-tech aspect of the exhibit is being pulled back now; the museum has storyboards now, but it needs more artifacts "and stuff that people want to look at." There will be "some tech" for people to get to more detail about different aspects of the exhibits, he said.

Mayor Keyserling said council encourages collaboration, and so does the CVB. Mr. Wells has done studies through the CVB, as has the Beaufort County Heritage Development Corporation, and with the exception of golf, "history and culture is far and above other things" for tourism, Mayor Keyserling said. The bad part of that is that people leave "disappointed" in the historic and cultural attractions they find here, he said, so the Heritage Tourism Task Force went site by site and determined that "we really need to work on our infrastructure."

Beaufort History Museum was "dead," but a group found artifacts that had been lost, and volunteers have been very dedicated to building the museum up, Mayor Keyserling said, so he feels it's "time we helped them grow," so they are able to have people visit there and "feel like they're taking away something." The city is subsidizing the shuttle, he added, and the museum is on its route.

It's problematic to have "something that is lacking" at a venue that has the city's name on it, Mayor Keyserling feels, so they need to help the museum to grow and to have what it needs to have "to be a city museum." The museum tries to give visitors "a broad view of history," he said, to give them "an idea of what's out there," and to generate interest in visiting other places in the area. When it's fully operational, the National Park Service in the old Firehouse building will draw more people across the street from it to the museum, Mayor Keyserling said.

Mayor Keyserling said he doesn't know about the project for which the history museum applied for ATAX funds, but he would like the exhibits there to be "more dynamic." Councilman Cromer said, "Phase 2 is the dynamic part."

Mayor Keyserling feels that Beaufort History Museum is associated with the city's name, but it isn't getting the boost that other groups are getting. He would like to see ATAX money "shifted around" to give the museum's request some funding. The ghost tours might be bringing people here, he said, and he knows people enjoy them, but he feels that giving the ghost tours ATAX money, even though it's only $500, may just be "a habit."

Ms. Dickerson said Mr. Wells had told TDAC that the ghost tours give guests more opportunity "to interact with the history" of Beaufort than the history museum does. The museum charges admission, and "it is a little bit 'go through it on your own' . . . depending on when you get there," she said. The committee also had an issue with a "lack of collaboration" at Beaufort History Museum because it stopped participating in Experience Beaufort. Finally, Ms. Dickerson said, TDAC didn't feel like "this little pittance" they were able to recommend for the museum's exhibit "was going to do them any good."

Mr. Sullivan said the museum has an account with money that was willed to it, and the account has $53,000 in it. After the Visitors Center said it's going low-tech, the

committee didn't think the high-tech component of the history museum's exhibit "would appeal to our visitors," he said.

Mayor Keyserling said the history museum hasn't done the job in the past that it could have done to get memberships. Councilman Cromer said that is improving.

Ms. Dickerson said the committee felt strongly that the CVB needs most of the funding from ATAX "because they're the whole thing; they're the big picture." Mayor Keyserling asked why council doesn't give the CVB all of the available ATAX funds for groups, and then assign the CVB a total for each organization. Ms. Dickerson said TDAC has discussed that option.

Councilwoman Sutton said **Mike Sutton** was saying the same thing on the Facebook Live feed that Mayor Keyserling had said: that giving an organization only a very small portion of the amount it needed for an event or project doesn't do that organization any good.

Mr. Sullivan said every ATAX application highlights the applicant's budget, so TDAC tries to recommend that funds be awarded "based on a budget line item, on what [the grant] would fund specifically." TDAC tried to recommend awarding funds within whatever specific line items the organizations request funds for, he said.

Mayor Keyserling said next year, he'd like to see the Black Chamber of Commerce do a marketing budget tied "in with travel, for Gullah [Festival], Heritage [Days], and for the generic affairs that are not necessarily African American, but [that] they come to." The Black Chamber would "come up with a plan that focused on that audience," he said, and the CVB would "subcontract with them to do it."

Mayor Keyserling feels, "We need to continue to think outside the box." Infrastructure will be a growing need, and collaboration is essential. Heritage Days should be advertising the Gullah Festival on their promotional materials, for example, he said.

Councilman Murray said he's in favor of releasing $41,000 from fund balance. "To evolve this process," there is "a lot of armchair quarterbacking," and he feels they should do that *before* the application process begins. Council could have a work session with TDAC and the CVB to discuss where they would like the city's tourism to go. Tourism and military travel are the city's demographic, and there's been a dip in the numbers from those groups, which is concerning, he said. He's heard that there needs to be diversification, so they need to look at small group travel, sports travel and "more bus trips," and the city needs to fund the "operations that increase that diversification."

"A number of travelers . . . have fallen in love with Beaufort," but when they come back for another visit, it's harder to meet their expectations if the city doesn't "have product development," so they need to work on that, Councilman Murray said. He's also heard

about tourism's "peaks and valleys," and that there are sometimes not enough accommodations for those who come here during the peak times. The Beaufort Film Festival and BAHA's oyster festival will help to fill in the valleys, he said.

Councilman Murray said he feels that the split is "about right" in terms of how TDAC's recommendations split the money between advertising and product development, but he agrees with Mr. Sutton that there's a "chicken in every pot mentality" happening. Though an organization might tell TDAC that even a small portion of its much larger request would help, "some token of funding" doesn't "serve us that well," versus picking "a few projects that we fully fund to make sure" those organizations "could do [them] really well." If the city did this for a few years, he asked, "would we get better results out of that on the product development side?"

Councilman Murray feels the matter of ATAX funds for Beaufort History Museum is "a tough one." He doesn't want to undermine the committee's recommendations, but he is passionate about the museum and what it does to lead visitors to other historic destinations in the community. The city is funding a new roof, windows, and bathrooms at The Arsenal, he said; that might be enough support for the museum and the Visitors Center this year.

Councilman Murray said he feels there is also a conversation to be had about new and established events, such as the ghost tours versus the new oyster festival, which seems like a great idea, and it needs a little extra investment to "get it going."

Councilman Murray said he's okay with TDAC's recommendations. The chicken in every pot "thing bugs me," he said. While $2,500 "could be significant" for some applicants, for most, it's not, such as Penn Center, which is asking for $2 million from the county's ATAX for infrastructure improvements, he said.

Mayor Keyserling said, "We have something good going with the Black Chamber this year," so he "would give them enough money" for the "new product" the organization has come up with, "to see if they really do what they say they're going to do." All of the organizations that apply for ATAX from the city get ATAX money from the county as well, he said. If the Black Chamber is "headed in a new direction," he would like to "give them a boost," while holding the organization – "like we hold everybody – accountable for metrics." Mayor Keyserling feels council should give the Black Chamber of Commerce the amount of money it needs "to really launch" the program it's proposing, which is "in many ways . . . the same kind of money that we're giving for sales to the CVB," though the Black Chamber is proposing "much more focused sales" to a particular demographic for travel than what the CVB does. Mr. Desai said, "This would be going to actual conferences for group travel . . . face-to-face. This isn't [for] marketing." Mayor Keyserling said yes, but "it's a group taking a new approach, which I like, in terms of the CVB, but if the Black Chamber is going to do" the project it proposed, he'd recommend giving them "a year and . . . enough money so that they feel we're behind them," and at

the end of a year, everyone would "see if the new program works."

Ms. Dickerson said TDAC and council needed to have this conversation months ago. It's hard to find the right balance, she said, and every group put a lot of time into their applications. She feels they should go with what they have and "do this ahead of the game" next year. Mr. Prokop said council did do this last year; staff asked council what they wanted from TDAC.

Mr. Sullivan agreed and said last year, TDAC recommended that a number of organizations get no ATAX funds to avoid giving very small amounts that were far less than what the applicants requested. The groups TDAC saw this year had "really great sound strategies," he said, and the best applications he has seen while serving on TDAC, so the committee wanted to fund a component of any of the applications that they could.

Mr. Sullivan said the city has invested "a fair amount" of ATAX funds in infrastructure improvements for various organizations, but "we didn't get a marketable movement" from that. He had asked Mr. Wells what visitors are really looking for, and Mr. Wells told him that Hunting Island State Park is "the #1 attraction in [Northern] Beaufort County," not museums. Museums don't "bring our tourism economy to market," Mr. Sullivan said. That isn't what tourists "really want today." Last year, a study showed most people come to Beaufort to "relax," he said, so that's what brings them to this market, which he feels leads to the question of "where we want our museums to go and grow." Mr. Sullivan asked what the return on investment is for infrastructure improvements that have been made to attractions like museums, when what people are coming here for is to relax by the water, for example.

Mr. Sullivan said again that there were really great applications for ATAX funds this year. If council funds the Black Chamber of Commerce's proposal, he said, it would be "dividing our DMO [designated marketing organization] funding." TDAC looked for what the Black Chamber is doing that no one else is doing, he said.

Ms. Dickerson said there are "rainy days," so even if they're here for the outdoors, visitors need something to do when they can't be outside.

Mr. Prokop said it's critical to diversify the tourists who are coming here now, because there has been a drop-off in "the old standbys."

Kathy Todd explained that it's necessary to keep "a buffer" in the fund balance because the ATAX revenue "is anticipated," so the grant money is determined in anticipation of what will come in. If there is a bad weather year (e.g., hurricanes, snow storms), it affects tourism/accommodations, she said, so it would affect how much the city receives in state accommodations tax funds. If the city grants more funds than it ends up receiving, and the fund balance cushion is gone, council would have to fund the

shortfall from out of the city's General Fund, Ms. Todd said. She agreed to give $41,000 to fund ATAX grants, but the city can't be sure what it will get in state ATAX revenue, so she left a balance of $20,000, which considers those organizations that haven't yet requested a reimbursement from last year's awards.

There was a general discussion of moving up the date by which reimbursement requests needed to be made.

Ms. Todd said after the disbursements to the DMO and the City of Beaufort, the city typically keeps 20% of what is distributed in fund balance and then rolls it into the next year, "so that there's always a buffer in case there's a shortfall in the revenues."

Councilman Murray asked about the county ATAX process' timing, and if applying for those funds is on the city's ATAX application, which he was told it is.

Councilwoman Sutton read another Facebook comment from Mr. Sutton encouraging the city to fund the museum exhibits.

EXECUTIVE SESSION

Pursuant to Title 30, Chapter 4, and Section 70 (a) (2) of the South Carolina Code of Law, **Councilman Cromer made a motion, seconded by Councilman McFee, to enter into Executive Session for receipt of legal advice. The motion passed unanimously.**

There being no further business to come before council, the work session was adjourned at approximately 6:06 p.m.

DRAFT

A regular session of Beaufort City Council was held on September 24, 2019 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 regular council meeting to order at 7:10 p.m.

INVOCATION AND PLEDGE OF ALLEGIANCE
Councilman McFee led the invocation and the Pledge of Allegiance.

Councilman Cromer made a motion, second by Councilman McFee, to adjourn the executive session. The motion passed unanimously. Councilman McFee said there was nothing to report from the session.

PROCLAMATION OF FOOD DONOR RECOGNITION DAY
Councilman Murray made a motion, second by Councilman McFee, to approve the proclamation. **The motion passed unanimously.** Councilman McFee read the proclamation, and Mayor Keyserling presented it to representatives of Second Helpings.

PUBLIC COMMENT
Mr. Sutton said there is a growing population of homeless people who are sleeping on the streets in Beaufort, as well as panhandlers. He has seen comments about this on social media and has heard about it from people in the community. Council is aware of how the stage was set for this, he said. "The 9th Circuit Court decided it was unconstitutional to enforce ordinances that are similar" to Beaufort's concerning sleeping outside, he said; an appeal might make it to the Supreme Court, but it might not. The community is obligated to help those on the streets, Mr. Sutton said, and many are doing that now, but there are "missing elements" in that effort, such as shelters. He read from the opinion of the 9th Circuit Court, which said that if there's not an option to sleep indoors, the government can't penalize those who are forced to sleep on the streets.

Mr. Sutton said no one chooses to be homeless, but it's very complex for governments, so "you simply can't write something" and then send police or others to "handle it." Panhandling is getting worse, he said, and the city's ordinances do nothing "about homelessness at all."

Mr. Sutton said he doesn't have all the facts to help solve the problem, but he had a recent experience to share. After leaving dinner last week, he and Councilwoman Sutton

were in Waterfront Park, and he "was immediately confronted" by someone who wanted food. They walked down near the park's restrooms, and Mr. Sutton took a picture of two people who were sleeping on a park bench. Immediately, someone confronted him about that, and the situation escalated when the people who had been sleeping on the bench woke up. Mr. Sutton was threatened with assault for having taken the picture, which he regretted, and at the end of the conversation, they shook hands. He said he learned a lot from the homeless people about their situation.

Mr. Sutton said the city "needs to start a process." People are allowed to sleep in the park, but he noted that they don't have a restroom after 8 p.m. when they're locked. Beaufort has a shelter in "the backyard of" City Hall that sleeps 10 people, but "the kinks aren't worked out of it yet" because it has only been open for 2 months. A group in Charleston funded that center, which is for homeless veterans, he said. The Lowcountry Coalition for Homelessness has been working on this problem for years and needs help, Mr. Sutton said. He suggested the mayors, the coalition, the founder of the recently opened shelter, and law enforcement should convene to discuss the issue and work toward solutions.

Some homeless people won't stay in a shelter for many reasons, such as there being too many rules, Mr. Sutton said. He urged everyone who wants to help to get involved now.

PUBLIC HEARING: REZONING PARCELS R120 005 000 0257 0000 (2408 OAK HAVEN) AND R120 005 000 043 0000 (FLAG LOT SOUTH OF 2408 OAK HAVEN), AND PORTIONS OF R120 005 000 0236 0000 (2406 & 2409 OAK HAVEN) FROM T3-S TO T5-UC

Mayor Keyserling opened this public hearing. **David Prichard** said **Sam Levin** has requested this rezoning, and the MPC had unanimously recommended approval of it.

Mr. Prichard read from the staff report about the property and the rezoning request.

Marilyn Harcharik lives on Oak Haven Street and asked if there would "be ingress and egress access down Oak Haven to whatever it is that's going to go on that new parcel that you're asking to rezone." She also asked what would be going on the property.

Mr. Levin, 156 Spanish Point Drive, said he'd purchased the trailer park, which "never developed" and "floods wonderfully," because it "takes about 16 acres of drainage . . . into one big hole." The city is providing new drainage down Allison Drive, which gives him the opportunity to develop the property, he said. He believes the property will be a mix of retail and apartments, and he's "excited [to provide] housing for people who work at the hospital and the school," because of the location, with the Spanish Moss Trail as an "amenity."

Mr. Levin told Ms. Harcharik that there would be "access for people on Oak Haven" to come through this property "and get out either at the light" or out via an access point onto Ribaut Road.

Mr. Levin said he "bought **Shannon Erickson**'s daycare," and "that will be part of our project also." Ms. Harcharik said he'd answered her questions, but she "kind of like[s] it now, when there's not a lot of traffic going up and down." Mr. Levin described why he doesn't believe this development would cause traffic problems (e.g., residents would be walking to work at the hospital). **Mayor Keyserling closed this public hearing**.

MINUTES

Councilman Cromer made a motion, second by Councilman McFee, to approve the minutes of the city council work session and regular meeting on August 27, 2019. **The motion to approve the minutes as submitted passed unanimously**.

STREET CLOSURE REQUEST FROM DOWNTOWN BEAUFORT MERCHANTS ASSOCIATION FOR FIRST FRIDAY EVENT

Councilman Murray made a motion, second by Councilman Cromer, to approve the request for the November 1, 2019 event. **Rhonda Carey** introduced **Eric Thibault** of the Downtown Beaufort Merchants Association and said the request is for street closure for a First Friday event. The September First Friday was to have been the week of Hurricane Dorian, so it didn't take place, she said; the group is asking to replace the street closure that didn't take place at that time with this one in November.

Mr. Thibault said when the city closes the streets for First Fridays, it takes months of planning. The September First Friday was to be the biggest one of the year, with 3 classic car clubs' cars and the popular band, Soul's Harbor, he said. They are trying to make up for the cancelled First Friday with the one in November, to have a great community event, he said, "but also to help the businesses downtown that lost a lot of revenue" during the period of the "hurricane debacle." **The motion passed unanimously.**

REQUEST FOR ALCOHOL WAIVER FOR FALL ART WALK

Councilman McFee made a motion, second by Councilman Cromer, to approve the request for the October 26, 2019 event. Ms. Carey said this would be for galleries and studios to give out wine and for people to carry it on the street as they went from place to place during ArtWalk. **The motion passed unanimously.**

STREET CLOSURE REQUEST FROM FIRST PRESBYTERIAN CHURCH FOR THE "SAILING CHURCH KICKOFF LUNCHEON"

Councilman McFee made a motion, second by Councilman Murray, to approve the request for the September 29, 2019 event. Ms. Carey said this is a request from the church because they are concerned with "the movement of members during the event," so this is for their safety, as the majority of the picnic's events would be held outside. The church is mindful of providing ingress and egress for the inn, she said, so they would work with the inn to ensure it is not affected by the street closure. The police department has said it would work with this if council approves the closure tonight, Ms. Carey said.

Mr. Prokop said the city has "to get state approval for" street closures, and the requirement is to apply 30 days before the event. The groups know the SCDOT (South Carolina Department of Transportation) policy, he said, but they don't follow it and as in this case, "make requests a week ahead" of an event. Mr. Prokop said they have to follow policy, and he warned that the state might not approve this street closure, even if city council does. Ms. Carey said she's explained this to the church applicants. She feels that as the group was planning the picnic, discussions arose about safety, so they thought it was prudent to explore the possibility of closing the street, even though they might not get SCDOT approval.

Mayor Keyserling suggested publishing this policy on the online application material, and Ms. Carey agreed.

Councilman Murray said he thinks it's worth asking SCDOT for permission, but he agrees with Mr. Prokop, and the applicants need to abide by the policy. Councilman Cromer, Councilwoman Sutton, and Councilman McFee all agreed. **The motion passed unanimously.**

STREET CLOSURE REQUEST FROM BEAUFORT COUNTY VETERANS AFFAIRS FOR ITS ANNUAL VETERANS DAY PARADE

Councilman Murray made a motion, second by Councilman Cromer, to approve the request for the November 9, 2019 event. **Carl Wedler** said that Beaufort County Schools don't recognize this holiday, so the group is going to have the parade on a Saturday, so they can "get student participation." Four students who wrote essays about veterans are going to be the keynote speakers at the post-parade event, he said.

The parade will follow its traditional route initially, but it will end by the Best Western, so parade goers can join the celebration in Waterfront Park, Mr. Wedler said.

Ms. Carey said the request is for the waiver of park fees and for police support for traffic management. The parade begins at 10 a.m., and the event in the park will be from 11 a.m. to 2 p.m.

Councilman McFee raised a discussion about "starting and ending a parade at two different places" and about lots that would provide free parking for the staging of parade floats. Councilman Murray said the parade usually goes back to Bladen Street, so the organizers might want to notify spectators that this time, it will end on Newcastle Street. Ms. Carey said the organization would post a map of the route. Councilwoman Sutton said that someone could also walk down Bay Street and move people who are there before the parade begins. **The motion passed unanimously.**

CO-SPONSORSHIP REQUEST FROM GULLAH TRAVELING THEATER FOR USE OF WATERFRONT PARK FOR "A CHRISTMAS TASTE OF GULLAH"

Councilman Murray made a motion, second by Councilman McFee, to approve the request for the December 7, 2019 event. Ms. Carey said this is a request from Gullah Kinfolk to move the show to Waterfront Park before the boat parade. **Anita Prather** described her vision of the event in the park. It's a collaboration with others to bring people to Beaufort the first weekend of December, she said. The group has been working with the CVB and Ms. Carey to create "a joint marketing plan" with other groups. All the entertainment is free and open to the public; all people have to pay for is the food, Ms. Prather said.

Councilman Murray suggested that Ms. Prather reach out to **Jonathan Green** about participating, and she said she would. **The motion passed unanimously.**

APPROVAL OF DOWNTOWN MERCHANTS ASSOCIATION REQUEST FOR FY2020 FUNDING

Councilman Murray made a motion, second by Councilman Cromer, to approve the funding request. Mayor Keyserling said staff has asked to table this. Councilman Murray asked to hear the presentation about why they were requesting tabling.

Ms. Todd said the city has received another request for Hospitality funds, and because they didn't have a guideline for when the presentations for the funds were due, staff is asking for approval of the Downtown Beaufort Merchants Association's request to be tabled so council could consider the second request. She explained how the Friends of the Spanish Moss Trail, which is a nonprofit organization, could qualify for the requested $5,000 for the trail connector.

Mayor Keyserling said if there aren't any guidelines and rules for these funds, "it's hard to say no" to staff's request to table it. Ms. Todd said $22,000 is available in hospitality funds, and it's up to council to decide how it's distributed.

Councilman Murray said the Spanish Moss Trail's presentation was delayed. If the project were "shovel-ready," he would be open to deferring the vote, but the Downtown Beaufort Merchants Association "gave a great presentation," and the city might be able to find another source for the $5,000 the Friends of the Spanish Moss Trail are requesting.

Mayor Keyserling said the trail connector is "a significant project" that would be coming to council in many ways, once there is a plan. Councilwoman Sutton said the connector is still an "ethereal" thing, and she doesn't see any urgency to provide funds for it now. **The motion passed unanimously.**

ORDINANCE REZONING (MAP AMENDMENT) OF PARCELS R120 005 000 0257 0000 (2408 OAK HAVEN) AND R120 005 000 043 0000 (FLAG LOT SOUTH OF 2408 OAK HAVEN), AND PORTIONS OF R120 005 000 0236 0000 (2406 & 2409 OAK HAVEN) FROM T3-S TO T5-UC

Councilman McFee made a motion, second by Councilman Cromer, to approve the rezoning ordinance on first reading. The motion passed unanimously.

Ms. Prather said she'd neglected to mention that the Gullah Christmas event is called the "Historic Beaufort/Sea Island Holiday Celebration," and the theme is "Love and Unity in Our Community of Diversity."

CITY MANAGER'S REPORT

Mr. Prokop said he had a check from Hargray for $18,550 to be used downtown and in Waterfront Park this year. He thanked the company for its continued support.

Mr. Prokop said **Linda Roper** had attended a conference in Myrtle Beach. Ms. Roper said the conference's emphasis was on parks and planning. One of the playground equipment vendors had a drawing, she said, and to win, you had to be present at the exhibitor's social. She was, and the City of Beaufort won a playground structure. She called Mr. Prokop, and he called city attorney **Bill Harvey** who said she could accept it on behalf of the city. It's valued at $38,000, Ms. Roper said. There will be installation costs, but it will go to Washington Street Park, where there is already a grant for other playground equipment.

Mr. Prokop said SCDOT called him Friday to advise him that it will be paving Bay Street in October. It was last done in 2013, but this time it will be paved over 3 or 4 nights, he said; it wouldn't be done during Shrimp Festival, but it might be done right after it.

Councilman Murray asked if Bay Street needs paving when it was done relatively recently and when other streets need it much more. He asked if the paving could wait another month, when there are fewer tourists than in October. Mr. Prokop said according to DOT, this is when it is scheduled to be done. Councilman Cromer said if the city tries to change the date, DOT might "drop it altogether."

Mr. Prokop said there would be meetings about this, but he wanted to advise council about it. He had asked DOT about paving it in January, and he was told that they knew not to do it during Shrimp Festival. Ms. Roper said asphalt couldn't be poured in January. August would be a better month to do it, Councilman Murray said; October to December is when downtown is busiest. Mr. Prokop said he would get more details soon.

Mr. Prokop said he wanted to clarify some things that had been said about the city on social media.

- The parking area behind Lowcountry Produce is now part of the city's parking

system, he said. The building owner and the city agreed to this, and they have been notifying people about the change for two weeks. There was also a comment posted online that Lowcountry Produce was closing because someone misread the sign, he said, but it is not.

- No recent restaurant closings had anything to do with the city, Mr. Prokop said, but there have been no social media posts about the 7 new restaurants that are opening soon.

Mr. Prokop said he wanted council to know that the city is in the process of updating its master plan. Fortunately, there are "prime examples of great planning and forward-thinking to share," he said, showing photos of Beaufort 44 years ago, as Waterfront Park was being built, and then the park today. He also shared comments from travellers about Waterfront Park. Mr. Prokop said the pictures show an example of change that really made a difference in Beaufort. Not all change is bad, he said. Some of it really makes a difference, like Waterfront Park did. He asked if people could imagine what Henry C. Chambers and the city council at the time went through. He said it's important to look forward, not to be stuck in what we have now.

The city tries to be as transparent as possible, but there are residents who make false claims and don't necessarily know about codes and property rights, for example, Mr. Prokop said. Civility is part of Beaufort's character, and he is a proponent of the Rotary Club's "Civility Project." He found it "unacceptable" that someone had referred to the City of Beaufort as a "malignant cancer" during a recent meeting.

Mr. Prokop discussed plans for Beaufort's future and said this year will see the largest number of permits for construction issued. **Matt Sinclair** will be reporting on the city's "sustainability efforts" next month, and giving an update on the Beaufort 2030 plan. At the October 15 council work session, **Rebecca Ryan** will be "checking in" by phone to discuss how the city is doing and "probably being a little bit of a cheerleader."

Annexations are a reality, Mr. Prokop said, and he is pleased with the number of requests the city is getting for them. He discussed the approval process for annexations and the importance of property rights, as well as inaccurate media reports about development and annexations on Lady's Island.

Mr. Prokop described recent/ongoing projects, including the following: The Arsenal has a new roof and will be getting new windows and bathrooms; repair of the pilings in Waterfront Park; the Greenlawn Drive streetscape project; Twin Lakes Road stormwater improvements, and awaiting permits on the stormwater maintenance for the rest of the Mossy Oaks area. The city is ready for hurricane season, he said, and the debris pick-up after Hurricane Dorian will be done soon.

MAYOR'S REPORT

Mayor Keyserling said he and Mr. Sutton had discussed homelessness in Beaufort, and if

anyone is interested in working on this, he'd welcome that. Councilman Murray said he has talked to some people who are interested in participating.

Mayor Keyserling said mayors and county council had a meeting yesterday, and they discussed putting the local option sales tax (LOST) on the ballot. While each of the bodies will have to eventually pass a resolution after the school bond referendum is over, so as to not confuse voters, the group agreed that they should establish a subcommittee to begin outlining a strategy and public education campaign. Ms. Todd will represent the city on that subcommittee, Mayor Keyserling said.

COUNCIL REPORTS

Councilman McFee said, as a member of the Northern Regional Implementation Committee (NRIC), which is responsible for establishing the subcommittee to work on the Lady's Island Plan's implementation, he was disappointed when the September 27 NRIC meeting was cancelled because the committee seems to be "taking a lax approach to establishing the implementation committee, as we had some specific guidelines / benchmarks surrounding the Lady's Island growth boundaries." Each month that the implementation of the Lady's Island Plan is delayed, the commitment to work on many important issues is also delayed, he said.

Councilman Murray said "Intro to Web Development" will be the last CODEcamp session at Beaufort Digital Corridor; it begins October 12, and people can sign up at BeaufortDigital.com.

Councilman Murray said that like Councilman McFee and Mayor Keyserling, he is frustrated that the Lady's Island Plan Implementation Committee has not being stood up yet. He was invited to attend the Lady's Island Community Preservation Committee (CPC) meeting, but it was cancelled 45 minutes before the meeting started "because there was no agenda." This is "the body that's supposed to review development projects on Lady's Island," he said, and "provide feedback to those developers and also for the Lady's Island Plan Implementation Committee." Six months after the Lady's Island Plan was passed, Councilman Murray said, there are "no by-laws . . . no public posting . . . no public agendas . . . [and] no more formal constitution of that committee than where we were six months ago."

Councilman Murray said he appreciates serving on the Lady's Island Plan Implementation Committee as city council's representative, but he has requested meetings with the chair of that committee several times and has not gotten a response, and he's reached out to county staff about meeting notices with no results. He's frustrated that some of the members of the Implementation Committee "who are in leadership roles on Lady's Island criticize the city for not doing something in [the] spirit [of] the Lady's Island Plan," yet the implementation committee has "done absolutely nothing" in 6 months to turn the vision document into an actual plan. Councilman Murray said he is "trying to engage with the Lady's Island stakeholders on the public's

behalf as an appointee to the Lady's Island Implementation Committee.

Councilman Murray said he spends a lot of time on social media trying to clarify misinformation about the City of Beaufort. Like Mr. Prokop, he gets frustrated with that misinformation, and he knows that they "have to debate from a standpoint of facts." Looking at the pictures of Waterfront Park that Mr. Prokop had shown, he is proud of the city, but he also thinks about growing up here, when the traffic was sparse, and there were "different retail opportunities." Over the last 40 years, Beaufort has gotten "better," but it's important not to grow just for growth's sake, Councilman Murray said. There needs to be a balance. For example, multi-story apartments at the edge of the "village center" on Lady's Island are probably not the right fit, he said, but conversely, on Allison Road, that kind of development is "absolutely appropriate," especially for housing for people working in that area.

Councilman Cromer said he, Mr. Prichard, and **Deborah Johnson** had met to outline topics for the Affordable Housing Task Force. They will be accepting applications until October 1. Council will appoint people from those applications, and he hopes the task force will start meeting in November.

Councilman Murray said the Higher Education Task Force is also accepting applications.

There being no further business to come before council, Councilman Cromer made a motion, second by Councilman Murray, to adjourn the regular council meeting. The motion passed unanimously, and the meeting was adjourned at approximately 8:52 p.m.

DRAFT

CITY OF BEAUFORT

DEPARTMENT REQUEST FOR CITY COUNCIL AGENDA ITEM

TO:	CITY COUNCIL	**DATE:**	10/18/2019
FROM:	Council		
AGENDA ITEM TITLE:	Appointments to the Affordable Housing Task Force Committee		
MEETING DATE:	10/22/2019		
DEPARTMENT:	City Managers Office		

BACKGROUND INFORMATION:

Task Force being created as a result of Beaufort 2030 lab trends.

PLACED ON AGENDA FOR:

REMARKS:

CITY OF BEAUFORT

DEPARTMENT REQUEST FOR CITY COUNCIL AGENDA ITEM

TO:	CITY COUNCIL	**DATE:**	10/18/2019
FROM:	Council		
AGENDA ITEM TITLE:	Appointments to the Higher Education Task Force Committee		
MEETING DATE:	10/22/2019		
DEPARTMENT:	City Managers Office		

BACKGROUND INFORMATION:

Task Force created as a result of Beaufort 2030 lab trends.

PLACED ON AGENDA FOR:

REMARKS:

CITY OF BEAUFORT

DEPARTMENT REQUEST FOR CITY COUNCIL AGENDA ITEM

TO:	CITY COUNCIL	**DATE:**	10/16/2019
FROM:	City of Beaufort		
AGENDA ITEM TITLE:	Ordinance Amendment to Chapter 3 Park and Tree Advisory Commission (PTAC), Duties - 1st Reading		
MEETING DATE:	10/22/2019		
DEPARTMENT:	Community and Economic Development		

BACKGROUND INFORMATION:

In the Spring of 2018, the City Manager proposed changes to the ordinance, which established the PTAC. The proposed amendment would bring the description of "responsibilities and duties" up-to-date with current operations.

At the April 24, 2018 PTAC meeting, the proposed changes were discussed and concurred with. Due to an oversight, the amendment was never brought to City Council.

PLACED ON AGENDA FOR: *Action*

REMARKS:

ATTACHMENTS:

Description	Type	Upload Date
Ordinance Amendment - PTAC Duties	Cover Memo	10/16/2019

O R D I N A N C E

AMENDING CHAPTER 3 – PARK AND TREE ADVISORY COMMISSION - OF THE CODE OF ORDINANCES BEAUFORT, SC

WHEREAS, the State of South Carolina has conferred to the City of Beaufort the power to enact ordinances "in relation to roads, streets, markets, law enforcement, health, and order in the municipality or respecting any subject which appears to it necessary and proper for the security, general welfare, and convenience of the municipality or for preserving health, peace, order, and good government in it . . ." as set forth in *Code of Laws of South Carolina*, Section 5-7-30; and

WHEREAS, the City of Beaufort established the PTAC on April 22, 2014, as set forth in section 3-3002 of the *Code of Ordinances Beaufort, South Carolina*; and

WHEREAS, the City recognizes the importance of trees in our public spaces; and

WHEREAS, the amendment of the *Code* is for the purpose of clarifying the responsibilities and duties of the PTAC; and

NOW, THEREFORE, BE IT ORDAINED by the City Council of the City of Beaufort, South Carolina, duly assembled and by authority of same, pursuant to the power vested in the Council by Section 6-29-760, *Code of Laws of South Carolina, 1976*, that *The Code of Ordinances Beaufort, SC* be amended by deleting Section 3-3007 and replacing Section 3-3005 with:

> It shall be the responsibility of the commission to maintain and periodically update, an urban forestry management plan which supplements and corresponds with the comprehensive plan for the city. The management plan shall define the species of trees to be utilized as street, easement, right of way, and park trees when appropriate. It will specify the best practices and horticultural requirements for the planting, maintenance and preservation of said trees. It shall provide to the City Manager, as requested, an assessment of the city parks and will make recommendations as to improvements, decommissioning, and/or the commissioning of parks and public open spaces within the city. It shall be responsible for the planning of the annual Arbor Day celebration and will recommend necessary procurements. It will be responsible for the maintenance of the requisite data for recertification by the Arbor Day Foundation of the city as a Tree City USA. It shall make recommendations to the City Council for the prioritized allocation of monies from within the City's tree fund account on an annual basis.

_____
BILLY KEYSERLING, MAYOR

(SEAL) Attest:

_____
IVETTE BURGESS, CITY CLERK

1st Reading _____

2nd Reading & Adoption _____

Reviewed by: _____
WILLIAM B. HARVEY, III, CITY ATTORNEY