

CITY OF BEAUFORT

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

CITY COUNCIL REGULAR MEETING AGENDA November 12, 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. Character Education Proclamation Olivia Renforth, Beaufort High School
- B. Proclamation Proclaiming the Zonta Club of Beaufort 100th Anniversary

IV. PUBLIC COMMENT

V. PUBLIC HEARING

A. Annexing a Portion of Parcel R200 018 00A 0079 0000 into the Corporate Limits of the City of Beaufort, South Carolina

VI. MINUTES

- A. Worksession and Regular Meeting October 8, 2019
- B. Worksession Meeting October 15, 2019

VII. OLD BUSINESS

A. Ordinance Amendment to Chapter 3 Park and Tree Advisory Commission (PTAC), Duties - 2nd Reading

VIII.NEW BUSINESS

- A. Request for Co-Sponsorship for use of Waterfront Park from the Friends of Caroline to host Release and Remember event on Saturday, March 28, 2020.
- B. Request for permission to host annual Motorcycle Toy Run Parade Sunday, December

15, 2019

- C. Approval of Placement of Awarded Playground Equipment
- D. Approval of City Council Holiday Break
- E. Annexing a Portion of Parcel R200 018 00A 0079 0000 into the Corporate Limits of the City of Beaufort, South Carolina 1st Reading

IX. REPORTS

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

X. ADJOURN

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, Olivia Renforth was selected as the winner by Beaufort High School as the student of the month.

NOW, THEREFORE, the City Council of the City of Beaufort, South Carolina, hereby proclaims September 2019 as

OLIVIA RENFORTH AS BEAUFORT HIGH SCHOOL STUDENT OF THE MONTH

The City of Beaufort thereby pronounces *Acceptance* as the word for the month of September and applauds Olivia Renforth, the Beaufort County School District, and Beaufort High School for their work and specifically honors Olivia Renforth as Beaufort High 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 12th November 2019



PROCLAMATION

WHEREAS the word Zonta means honest and trustworthy and is derived from the language of the Native American Sioux. It was adopted by Zonta International in 1919 to symbolize the combined qualities of honesty and trust, inspiration and the ability to work together for service and world understanding;

WHEREAS Zonta, celebrating it's 100-year anniversary is a global organization of more than 29,000 members in almost 1,200 chapters in 63 countries;

WHEREAS Zonta International envisions a world in which women's rights are recognized as human rights. Women locally, nationally, and world-wide face issues that affect their safety, economic status and well-being;

WHEREAS the Zonta club of Beaufort has been of service to organizations in Beaufort since 1987;

WHEREAS the Zonta club of Beaufort supports our community by assisting United Way with mailings and other assistance as needed;

WHEREAS the Zonta club of Beaufort offers scholarships to a traditional and non-traditional woman every year;

WHEREAS the Zonta club of Beaufort supports the South Carolina Human Trafficking Task Force by attending meetings and promoting projects;

WHEREAS in honor of Zonta International's 100-year anniversary, raising money to sponsor a service dog for one of Beaufort's female Marine's through K-9 for Warriors;

WHERAS the Zonta Club of Beaufort provides meals for tutored children at Thumbs Up and work teams at Habitat for Humanity; and

WHEREAS the Zonta Club of Beaufort provides a "May Tea Party" for residents at Morningside.

NOW, THEREFORE, the City Council of the City of Beaufort, South Carolina, hereby proclaims November 12, 2019 as a day in honor of

THE ZONTA CLUB 100TH ANNIVERSARY

IN WITNESS THEREOF, I hereunto	set my hand and caused the	e Seal of the City of Beaufo	ort to be affixed this
12th day of November 2019.			

BILLY KEYSERLING, MAYOR
ATTEST:
IVETTE BURGESS, CITY CLERK



CITY OF BEAUFORT DEPARTMENT REQUEST FOR CITY COUNCIL AGENDA ITEM

TO: CITY COUNCIL DATE: 10/31/2019

FROM: Community and Economic Development

AGENDA ITEM Annexing a Portion of Parcel R200 018 00A 0079 0000 into the Corporate Limits of

TITLE: the City of Beaufort, South Carolina

MEETING

DATE: 11/12/2019

DEPARTMENT: Community and Economic Development

BACKGROUND INFORMATION:

Distant Island Company, L.P has petitioned the City of Beaufort to annex a 0.299 acre portion of R200 018 00A 0079 0000

PLACED ON AGENDA FOR: Discussion

REMARKS:



CITY OF BEAUFORTDEPARTMENT REQUEST FOR CITY COUNCIL AGENDA ITEM

TO:	CITY COUNCIL DATE: 10/16/2019					
FROM:						
AGENDA ITEM TITLE:	Worksession and Regular Meeting October 8, 2019					
MEETING DATE:	11/12/2019					
DEPARTMENT:	EPARTMENT: City Clerk					
BACKGROUND II	NFORMATION:					
PLACED ON AGE	ENDA FOR:					
REMARKS:						
ATTACHMENTS	S:					
Description		Type	Upload Date			
Minutes		Backup Material	11/5/2019			

A work session of Beaufort City Council was held on October 8, 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 5:02 p.m.

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 discussion of contractual agreements. The motion passed unanimously.

Councilman McFee made a motion, second by Councilman Cromer, to adjourn the executive session and resume the work session. The motion passed unanimously.

City Attorney **Bill Harvey** said the Town of Bluffton and the City of Beaufort were brought into litigation by the ACLU regarding indigent representation. A settlement agreement was reached before a federal judge, and "that case is now over," he said.

SPANISH MOSS TRAIL CONNECTOR UPDATE

Dean Moss said he'd provide an update on what has been happening with the trail connector. The designers from Atlanta were here today, and they – along with engineers, city staff, and some "concerned citizens" – walked from the Depot Road trailhead to Bladen Street with the intention of identifying potential problems with the design of the path, he said. No decisions were made.

Mr. Moss said the biggest area of challenge is the crossing of Ribaut Road, which is "complicated and inherently dangerous" because of the traffic.

SCDOT (South Carolina Department of Transportation) has given preliminary advice about what it does and doesn't want, Mr. Moss said.

A main concern is "large trees," Mr. Moss said, so they are looking at them individually, in terms of whether they would need to move the trail around them. Parking would only be affected in one spot where they would cross Bay Street "at the river side," he said.

They do not have a cost yet, Mr. Moss said; a preliminary design will also bring a preliminary cost. There is still a long way to go, he said; each of the sections will require

study by SCDOT and engineering.

The lanes on Depot Road are 10' wide; on Bay Street, between Ribaut Road and the elementary school, they are 11' wide, Mr. Moss said. They had hoped to incorporate lane-narrowing to slow traffic, but that will not be possible, though other types of traffic calming may be possible, he said.

Councilman Cromer asked if crossing on the north side of Ribaut Road is out of the question because of the width. Mr. Moss said he doesn't think anything is out of the question. When they get to Ribaut Road and Bay Street, the right-of-way is 18', but there's a lot of vegetation on the lots, and that creates a challenge, he said. If they were to go to the other side of Ribaut Road, Mr. Moss thinks they should still stay on the south side of Depot, which means crossing Depot at that intersection, then crossing Bay Street to get to the other side.

Mr. Moss said the ideal width for a trail is 10'; they could get away with 8', but they would have to add 4' of concrete. Another alternative might be to effectively add pavement to on Bay Street and put in "marked bike lanes on either side," he said. To have a minimum of 3' for a bike lane, they would have to add 6' to the street. Another option is to go to North Street and try to put something there, but there are complications with that, too. Mr. Moss said they are still looking at all of the alternatives.

Mr. Moss said connectivity between the downtown area and the trail is important, but "it's complicated." People on the connector would have to cross at a light, so it has to be at North or Bay Streets. They will continue to look at alternatives and see what they can do, he said.

Mayor Keyserling asked if they could add 3' of pavement on Bay Street "without disturbing too much." Mr. Moss said he thinks they could. He discussed the possibility of two street crossings.

Councilman Murray said safety is first and foremost for him, so adding feet to the roadway makes him a little nervous. Concerning the three options Mr. Moss gave, he feels they "need to start landing the plane" on some of the details. Utility poles might be an issue with expanding the street for the trail on Bay Street, he said, and there is a small undergrounding fund with Dominion Energy, so that might help. He thinks there needs to be more analysis of the north or south sides of Bay Street. Mr. Moss said they could easily do the measurements of the various areas that could be involved. The Friends of the Spanish Moss Trail have the engineering study, he said, and Mr. Prokop has been given a copy of it.

Councilman McFee said the tree cover on North Street might preclude that option. He appreciates what the Friends are doing, and he is curious about the costs. Mr. Moss said

the agreement with the city is that it is not obligated to any monetary contribution.

Mr. Moss said they have learned today that "a bunch of issues" have to be addressed with DOT, so they need to define those issues carefully, then go meet with DOT in Charleston.

Mr. Moss said the Spanish Moss Trail is 12' wide. Councilwoman Sutton asked how narrow it could go. Mr. Moss said the industry standard for multi-use trails is a minimum width of 10', which is the ideal width for this connector. DOT wants "a 5' separation on the pavement . . . unless we curb and gutter Bay Street," he said, in which case they could "get 2' off." On Bay Street, there's 18' of right-of-way: 5' of road, 10' trail, and 3' that could be filled with trees, poles, etc., he said.

Councilwoman Sutton asked if DOT would allow a combination on Bay Street: widening the existing sidewalk, putting in a little more pavement, and doing a bike lane. Mr. Moss said they might. He will check to see what could reasonably be done on the north side. The sidewalk there is right on people's property lines, he said, so there's little vegetation.

Mayor Keyserling said on the north side of Ribaut Road at North Street, "you have only one driveway." Mr. Moss said there's one driveway and three streets to cross, which is one of the appeals of the north side, but there would have to be stop signs at each street.

Mayor Keyserling described what he has seen with bike lanes in Manhattan.

Pam Wooten, 2109 Bay Street, said she has learned that the path now would stop at Adventure or Bladen Streets, not go all the way "downtown," so she asked what the point of the connector is when there's already "a perfectly good sidewalk" there and "very few cyclists" on Bay Street every day. Mayor Keyserling said, "Once we resolve this issue, cyclists will go north a block or two to the interior streets, which will take them over to Carteret" Street. They are exploring "options to get across without disturbing the bluff beyond there," he said. He crosses the Spanish Moss Trail "about 4 times a day," and he almost always has to stop for people with baby carriages, walkers, runners, or groups of people on bikes, now that more people have learned about the trail and use it.

Edie Rodgers said a suggestion was made last year to bring the trail closer to the university and the students, so she asked if they had explored that. There is also no clamoring from merchants to bring the trail all the way downtown, she said. Ms. Rodgers added that she feels it is "totally unfair to do this in the front yards" of people who live along Bay Street. Mr. Moss said to get to the university and get students downtown or to the Spanish Moss Trail, there would need to be a crossing at North or Bay Streets. Once you're across there and into the main part of the city, in general, most

of the streets are traveled lightly enough that they could have signs and other indicators to put cyclists and others "on the same street," he said. The main streets with too much traffic would have to have a parking lane eliminated to have cycling lanes, he said.

There has not been "clamoring from restaurants" to have this connector, Mr. Moss said, because it's not "completely designed for that." There are plenty of reasons to come downtown besides restaurants, he said. While he can't predict how the trail would be used, he feels connectivity is a great thing, and he believes cycles will become more popular, not less. Mr. Moss said they could have connections to downtown and to the university with this trail. The issue they are wrestling with is the impact on the people who live along the connector's path. If the trail were available there, he said some Bay Street residents have told him that they feel that their property values would go up.

Colleen Baisley 402 Euhaw Street, said she loves the Spanish Moss Trail and is on it a lot. She has a short-term rental with 10 bikes for the people staying there to use. It's a wonderful thing to have the trail and to have it connecting to downtown, she said. Ms. Baisley feels a lot of people won't use the trail for walking a mile and a half, but they would use it for biking. She asked why they don't make a bike lane from all the way downtown to Depot, and then have a sidewalk for walkers. The crossing light there works well, Ms. Baisley feels. This would be a simple solution, she said, and there wouldn't be problems with Bay Street.

Joe MacDermant said he's a cyclist, and when he looked up "protected bike lane," he read about guidelines, which might be what DOT uses, but the guidelines were from 30 years ago. Not all cyclists would agree about cycling infrastructure, he said. He imagines that DOT could be difficult to deal with. Mr. MacDermant said in Portland, the Hawthorne Bridge at rush hour was full of cyclists in the 1990s; there was a narrow, elevated lane for bikes. He feels that if they get this connector going, cycling will be "contagious."

Mayor Keyserling said the Spanish Moss Trail is special, but it's a "rural entity." Now they're trying to adapt that to more urban space with narrower paths. He asked if PATH has discussed the "urban model" for the trail here. In Atlanta, the trail is "clearly uplifting" to the neighborhoods it passes through, but connectivity of the trails to one another exacts a "price." Mr. Moss said the Friends want connectivity and will look at all of the alternatives that make sense to achieve that. He is not wedded to a particular idea of how it would work, he said.

Ms. Wooten asked why the trail would not be going along the bluff as was once discussed. Mayor Keyserling said there was resident pushback, and there are safety issues. Councilman Murray said cost was an issue, too. He feels they will see more people using the trail with other forms of transportation like bikes and scooters. The idea is to get downtown safely from Depot, and then users can decide how they get down Bay Street, he said.

Mayor Keyserling said we do have a potential donor who would match funds, but that "will only last so long," which is a "driving factor" in this. **Alice Howard** said the "pathways one-cent sales tax" would provide part of the funding; one of the pathways is at Depot, and it's "high on the list." Mr. Moss told Mayor Keyserling that Meridian Road is, too.

Bennett McNeal said he wants them to take their time to make sure they do the proper analysis to determine "the safest way to proceed with this." He described existing traffic safety issues in the area. When they "get to the end," they will have to go back across Bay Street, he said.

Tommy Logan asked about Open Land Trust land and if there is a conservation easement. Mr. Moss said he hasn't found any real reason why this improvement couldn't go on the Open Land Trust property. Mr. Logan asked if there would be "anything above ground" from Ribaut Road down Bay Street to the elementary school and around to Adventure Street; he asked if they could "eliminate the landscaping" there. Mr. Moss said there's no intention to put anything above ground except the sidewalk. Mr. Logan asked if they could use concrete that's not bright white, and Mr. Moss said they could.

REQUEST FROM RAREFORM PICTURES TO FILM THE FEATURE FILM "STARS FELL ON ALABAMA" FROM NOVEMBER 10-23, 2019

Rhonda Carey introduced Ron and Rebecca Tucker, whom she said would discuss a proposed film permit application. She explained the production calendar she had provided to council. Activity would all occur in downtown Beaufort on November 10, 11, and 12, she said. City departments have reviewed this and given feedback; they met with the fire marshal and have worked out some plans with him, Ms. Carey said. They also ran by the police chief the matter of intermittent traffic control when the bulk of the exterior shooting would take place.

Mr. Tucker said the last film shot north of the Broad was in 1999. The shoot starts next week in Los Angeles. Beaufort will be "playing Alabama," he said, as it did in *Forrest Gump*. The film is a romantic comedy about a reunion, he said.

They have worked to control traffic for the part of the shooting that would affect downtown Beaufort, so they would only have to stop traffic intermittently, Mr. Tucker said. Beginning at 6 a.m. on November 12, they would shoot several scenes in front of various storefronts. Mr. Tucker explained what would take place during these scenes, which would be with the two leads and would show off Bay Street, and how the production would work with traffic control that day.

Mr. Tucker said they already have 100 extras and might have more. There is one scene in Bluffton, but the rest of the film would be shot in Beaufort and Los Angeles. Ms. Carey

said Mr. and Mrs. Tucker would go to the Downtown Beaufort Merchants Association meeting and give them a run-down of what to expect. Merchants are excited about this, she said, there would not be an adverse impact on their businesses.

Ms. Carey said they would be working on putting up signs in the "affected zones" to help with early notification, so people are aware that filming would be taking place. Mr. Tucker said this is a co-production with the Beaufort Film Festival, and they are thankful for the community support. These filmmakers came through the film festival, he said, and he feels this is a first step to more filming taking place here.

Mayor Keyserling left the work session and passed the gavel to Mayor Pro Tem McFee.

Councilman Murray asked how long the intermittent street closures would be. Mr. Tucker said the first would be at 7:00 a.m., and if it's done in one take, it would be about 15 minutes. The goal is to have traffic stopped for less than 30 minutes each time.

Mr. Tucker said the LA design team would be coming to Beaufort a week before shooting starts. The production will be here for almost a month, Councilman Murray said. Mr. Tucker explained the other shooting locations. The idea is to wrap the film before Thanksgiving, he said.

Mr. Tucker said a lot of the crew is local to Beaufort or Savannah, and others are from LA. Many of the people working on the film are from the Lowcountry, he said, and they hope to show that this could be done for less than a million dollars.

Ms. Rodgers said it is wonderful that a movie is being made in Beaufort again, and she thanked the Tuckers for their "years of hard work" to make that happen.

RECREATIONAL EQUIPMENT AWARD AND PLACEMENT

Mr. Prokop said council would usually recommend where equipment goes, but staff's recommendation was to put the playground equipment that **Linda Roper** won in Washington Street Park "for very specific reasons." He reviewed the steps the city had taken in Washington Street Park, including the negotiation of a 30-year lease, development, various reviews of the master plan in 2017 and 2018, and obtaining a PARD (Parks and Recreation Development) grant for \$29,000.

There are two types of playground equipment, Mr. Prokop said, determined "by age group"; "this is #3 and #4 on the master plan."

Mr. Prokop said the city needs to do a master plan for Southside Park. Recently, while looking at stormwater options, the city "found out about water tables" and "about utilities that were in Southside that we did not know about." The master plan for Southside Park is "several years old," he said. The goal is to put the playground equipment in Washington Street Park, where the master plan is already laid out, he said,

and to do a new survey and hold meetings with neighborhood groups to create "an updated master plan" for Southside Park. The city "really need[s] to manage the 35-acre" park, Mr. Prokop said. The city was prepared to put in playground equipment at Washington Street Park, not at Southside Park, he said, which is why it is putting it there.

Councilman Murray said he's glad that Mr. Prokop had acknowledged that capital assets are typically done at council's discretion. He "took exception" when staff said that they were putting a capital asset someplace without getting council's or the public's input. There has been some debate among the leaders of Southside Park about the plan, he said, but there have been "multiple plans" that have been "formally endorsed" for the park. That neighborhood and the park don't feel that meaningful progress has been set out over a decade and a half. Councilman Murray suggested that "the wealth" could be "spread out some," since there are already restrooms and a grant is in place for additional playground equipment at Washington Street Park.

Councilman Murray said he thought some playground equipment had been salvaged from Mossy Oaks that could be used in Southside Park. Mr. Prokop said some of "that is sitting in Southside Park in the storage area." Some of the playground equipment was gotten rid of it, but "some of it can be used." Mr. Prokop said the city will soon be going out for an RFP to replace "all of the playground equipment in Waterfront Park," for which the city has obtained a grant.

Councilman Murray said, "If we don't think we have an agreed-upon plan for Southside Park," which is something with which some in the room would disagree, then "it's our responsibility to show leadership and to have a solid plan," or they have to work on previously approved plans for the park. He feels that to continually tell the people of Southside that "we're not going to make more than incremental progress toward the vision" for Southside Park, is "a slap in their face." Mr. Prokop said the city spent \$140,000 on the trail and "about \$100,000 for the dog park" at Southside Park, and \$25,000 a year "for improving Southside one way or another for the last 4 or 5 years." Aside from the restrooms, the city hasn't spent anything for Washington Street Park, he said, and it is probably the most-used park right now, too, because of "all the activities that go on" there.

Mr. Prokop said that he and council had received three letters supporting putting the equipment in Southside Park.

Councilman Cromer said they have to look at Southside Park and take a leadership role there. They finally got a sidewalk, but little was done until the dog park and trail were put in, he said. This piece of playground equipment is pretty small, Councilman Cromer said, so it might be better for Washington Street Park.

Mr. Prokop said part of the plan was for the planner to start a design for Southside Park,

and they would then go for a PARD grant for next year for playground equipment for next year. They need a plan in order to get a grant. The match is 20%, **Deborah Johnson** said.

Fred Washington said he understands what council is going through. He is representing Washington Street Park, but "facts and logic" should dictate what they do. He thinks every area of the city should have recreation equipment. He feels that the public needs to be involved in the process, whichever way it goes.

Connie Hipp said she was an member of the original Southside Park committee. She understands that resources only go so far, but she asked that the city remember "the other side of town as well." She is glad Southside Park is "still in the mix."

Ms. Johnson said whatever the match on grants, work in the parks is always more expensive than the grants the city obtains. The city might pay more than its 20% match, as it did on the Washington Street Park restrooms, for example. The real cost is not whatever the 80% grant + the 20% match is, she said.

Ms. Howard said, like Ms. Hipp, she has been involved with Southside Park planning for years, and she appreciates what the city has done at the park in recent years. There are three or four apartment complexes for low- and moderate-income residents near Southside Park, she said, and one has a very small playground, but there is nothing at the others. Using the county's GIS, she said the nearest playground to the area where the apartments are is 1.46 miles, while Pigeon Point Park is .8 miles from Washington Street Park, and the Waterfront Park playground is .43 miles from it.

Sometimes the children who live in the apartments can use the playground in Mossy Oaks, Ms. Howard said, but other times they can't because it's locked, and there are no restrooms there. This is a high-crime area, she said, and while a playground wouldn't prevent crime, she has seen that those children have to walk home from the Mossy Oaks playground with only an older sibling accompanying them.

Ms. Howard said she knows this is at least two years out, and if they need more planning, that could happen. There is a lot of community support now. She said she'd like council to do something, and she doesn't feel like it's another plan. She said the Friends of Southside Park might be able to do some matching fundraising.

There being no further business to come before council, the work session was adjourned at approximately 7:04 p.m.

A regular session of Beaufort City Council was held on October 8, 2019 at 7:00 p.m. in the Beaufort Municipal Complex, 1901 Boundary Street. In attendance were Mayor Pro Tem Mike McFee, Councilwoman Nan Sutton, Councilmen Stephen Murray and Phil Cromer, and Bill Prokop, city manager. Mayor Billy Keyserling had an excused absence.

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 Pro Tem McFee called the regular council meeting to order at 7:11 p.m.

INVOCATION AND PLEDGE OF ALLEGIANCE

Councilman Cromer led the invocation and the Pledge of Allegiance.

PROCLAMATION OF RED RIBBON WEEK OCTOBER 23-31, 2019

Councilman Murray made a motion, second by Councilman Cromer, to approve the proclamation. The motion passed unanimously. Councilwoman Sutton read the proclamation, and Mayor Pro Tem McFee presented it to representatives of the Young Marines.

PROCLAMATION OF BEAUFORT HIGH SCHOOL CLASS OF 1959 AND 1969 ANNIVERSARY WEEK, OCTOBER 1-6, 2019, AND THE CLASS OF 1999 20TH ANNIVERSARY WEEK, OCTOBER 7-12, 2019

Councilman Murray made a motion, second by Councilman Cromer, to approve the proclamation. The motion passed unanimously.

MINUTES

Councilman Murray made a motion, second by Councilman Cromer, to approve the minutes of the city council work session and regular meeting on September 10, 2019. Councilman Cromer said on page 8, in the last paragraph, "it" – in the sentence beginning "If what the applicant wants to do" – should be "is." The motion to approve the minutes as amended passed unanimously.

Councilman Murray made a motion, second by Councilman Cromer, to approve the minutes of the city council work session on September 17, 2019. Councilman Cromer said on page 3, in the fifth paragraph — "it" should be "is" in the phrase "which is may be." The motion to approve the minutes as amended passed unanimously.

ORDINANCE REZONING PARCELS R120 005 000 0257 0000 (2408 OAK HAVEN), 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 Murray made a motion, second by Councilman Cromer, to approve the rezoning ordinance on second reading. David Prichard showed a map of the subject

parcels. Ms. Rodgers said she's heard many things about what will go on this property. Mr. Prichard said the owner and developer has ideas about this –he's "looking at an apartment building" to support the hospital workers and TCL students, but that's not "definite yet." It's still in the conceptual planning stages, he said. He explained the procedure for the plans when they're formally submitted. **The motion passed unanimously.**

REQUEST FROM BEAUFORT AREA HOSPITALITY ASSOCIATION (BAHA) FOR USE OF THE WATERFRONT PARK AND CO-SPONSORSHIP TO HOST THE BEAUFORT OYSTER FESTIVAL – QUEEN OF THE CAROLINA SEA ISLANDS

Councilman Murray made a motion, second by Councilman Cromer, to approve the request for the January 11-18, 2020 event. Ms. Carey said the request is for an inaugural event by the Beaufort Area Hospitality Association and Ashley Rhodes Event Designs. The request is for a waiver of fees at Waterfront Park, the use of water and electricity during the festival, donation of waste collection, recycling, port-a-lets, and hand-washing stations, police and EMS support, and load-in/load-out support, and park maintenance, Ms. Carey said.

Lise Sundrla introduced **Ashley Rhodes**. This will be an 8-day event, Ms. Sundrla said, to celebrate Lowcountry oyster culture.

On the three elements of the request – other than waiving park fees and the use of water and electricity in Waterfront Park – Ms. Sundrla said BAHA is asking for the city's assistance with these things as a partner, just in the festival's inaugural year. In return for this sponsorship, they are offering 10% of the festival's proceeds to the city's Pride of Place program. The festival will take place during a slow time for tourism, Ms. Sundrla said.

Ms. Rhodes said the first 5 days of the festival would incorporate local restaurants; other events include local schools in an art contest, and the winners would be announced at the festival. On Friday and Saturday, local artisans would sell wares that center around oysters, she said, and there would be entertainment, and food and beverage vendors. An oyster roast, in partnership with Sea Eagle, would be a separate ticketed event. There would also be a tabbying demonstration, Ms. Rhodes said.

Ms. Carey said the city manager had feedback he wanted to share. Mr. Prokop said generally, staff totally supports this as "a heritage event," but they have to look at precedent-setting. The city doesn't have the budget to cover overtime for police, he said. Also, the city has gotten two calls about waiving fees for other events. Mr. Prokop said the city wants to help make this festival successful, but staff feels the city should stick with its traditional co-sponsorship practices.

Ms. Sundrla said the budget is a little less than \$5,000 for those costs they are asking the city to waive.

Mayor Pro Tem McFee said he shares concerns about establishing precedent. Councilwoman Sutton said she agrees and will go with staff's recommendation.

Councilman Cromer asked how many people they anticipate; Ms. Sundrla said they expect 3,000 to 5,000 people to attend the weekend event.

Councilman Murray said he is very supportive of this event on many levels. He likes that it touches on art, education, natural resources, etc., so he doesn't want the organizers to think that he doesn't support it. The Pride of Place component is also great, he said, but as his colleagues have said, this is a precedent issue. Everyone needs to be treated fairly, he said, and many event organizers ask for the city's sponsorship all through the year. Councilman Murray said he doesn't recall ever giving organizations port-a-lets or hand-washing stations, and the police are "a direct cost" to the city.

Councilman Murray made a motion, second by Councilman Cromer, to amend the original motion: only to support the use of Waterfront Park and associated fees and the use of water and electricity there, but not to support the donation of waste collection, recycling, port-a-lets, and hand-washing stations, police and EMS support, and related services that include park maintenance and support for load-in and load-out. The motion passed unanimously.

Mayor Pro Tem McFee clarified with Ms. Sundrla that 10% of *net profits*, not *proceeds*, would be donated to the Pride of Place program. **The amended original motion passed unanimously.**

TDAC/ATAX RECOMMENDATIONS

Councilman Murray made a motion, second by Councilwoman Sutton, to approve TDAC's recommendations.

Councilman Cromer asked if there is anything council could do for the Beaufort History Museum. Mayor Pro Tem McFee explained to the public that some infrastructure projects "that we included with the ATAX funding" limited the amount that TDAC was able to recommend that council grant to organizations, including the Beaufort History Museum. City council and staff have discussed either "internally fund[ing] the museum" in part, either through ATAX or from elsewhere in the city budget.

Councilman Murray said council had directed staff to see if there might be some "professional development funds" or other "pots to draw from" that would allow the city to help the museum build its exhibits. **The motion passed unanimously.**

APPROVAL OF THE CITY MANAGER EXECUTING AN AGREEMENT FOR A BEAUFORT COUNTY MULTI-AGENCY DRUG TASK FORCE [SEP]

Councilman Murray made a motion, second by Councilman Cromer, to approve the

city manager executing the agreement. Police Chief **Matt Clancy** said the Beaufort Police Department will put an investigator on a team with countywide jurisdiction. It is more efficient to investigate drug crimes this way, rather than having "three agencies working single cases," he said.

Mayor Pro Tem McFee asked how the funding resources are maintained. Chief Clancy said, "We would maintain the costs for our jurisdictions." If there is an asset seizure, it would be divided among the agencies, with more going to "the agency that made the case."

Mayor Pro Tem McFee said there had been budget discussions about radios, and he asked if the status of that would be affected by "this cooperation." Chief Clancy said Beaufort isn't on the same channels as the other entities, but Beaufort police could switch to the others' channels or to "major incident channels." The three agencies in this task force are all on the same computer system, so they all see updated data from each other, he said. **The motion passed unanimously.**

RESOLUTION IN SUPPORT OF THE "HATE CRIME BILL"

Councilman Murray made a motion, second by Councilman Cromer, to approve the resolution. Mayor Pro Tem McFee said this is about support for State Bill 3063, the specifics of which he shared. South Carolina doesn't have hate crime laws on the books now, Councilman Murray said. The Towns of Hilton Head, Port Royal, and Bluffton have passed it, he said, and it would support the delegation passing this hate crime legislation. Mayor Pro Tem McFee said 26 states have some kind of hate crime bills.

Councilman Cromer said he wishes council would first discuss any item related to government policy so they could "edit." No other state's hate crime has a section on the homeless as a protected class, he said, but people with disabilities are not a protected class in this bill. He would like to have been able to discuss this because "the way it is written right now could be cleaned up." Mayor Pro Tem McFee said they could go back to the legislators and suggest the changes Councilman Cromer has noted. Councilman Murray said they could talk to the delegation when council is in Columbia for Hometown Legislative Action Day.

Chief Clancy said he hasn't read the finished resolution. He knows that mayor and council have expressed interest in a local hate crime ordinance, but Chief Clancy thinks having a state law is "the best way to do that." **The motion passed unanimously.**

CITY MANAGER'S REPORT

Mr. Prokop said First Friday and Shrimp Festival were very successful events, and he thanked those who put them on.

Debris cleanup from Hurricane Dorian should be finished by the end of this week, Mr. Prokop said. Public Works has picked up just under 112 tons, of which 86 tons went to

Oliver's Clean Burn. That pick-up doesn't include the debris that Waste Pro picked up, he said.

The permitting for the Mossy Oaks stormwater project is taking up the bulk of the time, Mr. Prokop said, as they had said it would from the beginning of the project. There was a meeting with DOT, DHEC (Department of Health & Environmental Control), OCRM (Ocean and Coastal Resource Management), and the Army Corps of Engineers last week to set the parameters of what they wanted with permitting. They have submitted all of the required information and are waiting for the agencies' comments to come back, he said. When the comments are addressed, the construction phase should take only a few months. They expect the project to be completed by the end of 2020, hopefully before next year's hurricane season starts, Mr. Prokop said.

Mr. Prokop said at next Tuesday's council work session, there will be an update on the 2030 plan, and **Rebecca Ryan** will join the discussion by phone.

Applications are in the back for the Affordable Housing Task Force and the Higher Education Task Force, Mr. Prokop said.

Mr. Prokop said the city's Halloween celebration is on Saturday, October 19 at Waterfront Park, and he named some of the activities that would take place.

COUNCIL REPORTS

Councilman Cromer said there are three affordable housing meetings coming up this month, about which he offered details.

Councilman Murray said the last session of CODEcamp – on how to build a website – starts this coming Saturday at Beaufort Digital Corridor and runs for about a month and a half.

Councilman Murray said the Lady's Island Implementation Committee has its first meeting scheduled for tomorrow, and he will be attending as the city council representative to that committee. The plan is easily accessed online, he said, or he has paper copies he could share.

Councilwoman Sutton said October is very busy downtown. On the weekend of the October 25, Maison Beaufort will be at Tabby Place, which coincides with the HBF Home Tours, she said. Mayor Pro Tem McFee said the Ghost Tours are also happening downtown.

Bay Street is being repayed this week, Mayor Pro Tem McFee said, so he warned people not to park along Bay Street at 8:00 p.m. or later. Several other paving projects are going on concurrently in the city, too, he said.

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 8:06 p.m.



A work session of Beaufort City Council was held on October 15, 2019 at 5:00 p.m. in the Beaufort Municipal Complex, 1901 Boundary Street. In attendance were Mayor Billy Keyserling, Councilwoman Nan Sutton, Councilmen Mike McFee, Stephen Murray, 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 5:06 p.m. [5]

BEAUFORT 2030 UPDATE

Matt St. Clair gave an overview of Beaufort 2030 to-date and plans for the future. Using the analysis from the workshops, the Beaufort 2030 plan has been tied into the city's strategic plans, he said. Six important issues came out of the Beaufort 2030 analysis; the top three are education, environment issues, and affordable housing, Mr. St. Clair said. The aging population, leadership development, and technology were the other three.

Adequate education

The city stood up a higher education task force led by **Jon Verity**, Mr. St. Clair said, and the city is soliciting members to serve on it. The task force will look at USCB, which is a "willing and able partner," he said, and Dr. **Bob LeFavi** is interested in expanding the university's 4-year curriculum and its honors program offerings. Additional infrastructure will be required if the student population at USCB expands, Mr. St. Clair said. The city might lease or buy the old Boys & Girls Club building for USCB's use, for example.

TCL is another potential partner; its nursing program could tie into both USCB and Beaufort Memorial Hospital, Mr. St. Clair said.

Mayor Keyserling asked if "the core group" would do the interviewing for task force positions. Councilman Murray said the group would review the applications, but council would have the final word and would help select the appointees for the task force.

Environmental issues

The issues in this category are specifically rising sea levels and flooding from stormwater, Mr. St. Clair said. As analysis is done, the group is finding more things that "make them scratch their head," so they have asked for two extensions, which he has given.

Mr. St. Clair described the current state of the Mossy Oaks stormwater project. Initial comments from DOT (Department of Transportation) and the Army Corps of Engineers are "very positive," and it doesn't appear there are any bumps in the road. Mr. Prokop

said the team that is working with Beaufort is also working with Charleston and Beaufort County. Their report will be able to be used for future grant opportunities, he said.

Mayor Keyserling said "this whole thing started with a group of citizens" who worked to create partnerships and brought the issue to council, and then the task force was formed.

Affordable housing

Councilman Cromer will lead the task force that is being stood up, Mr. St. Clair said. Potential applicants will be reviewed in a similar process to the higher education task force. The county is looking at the requirements to establish a housing trust, he said. Councilman Murray said the city is willing to explore creating a housing trust fund and has agreed to help fund getting a consultant for that purpose.

Mr. St. Clair said **David Prichard**, the DRB, Councilman Cromer, and local architects and builders looked at the Beaufort Code to see if there are any things in it "that adversely affect the construction of affordable residential housing."

Rebecca Ryan joined the meeting by phone. She said the City of Beaufort is "doing what it said it would do." The quality of the city's education system is something the city should be proud of, and the city takes an active role in it because it understands what matters to its residents, she said.

An insight she found so compelling on the second day of the Beaufort 2030 workshop was that so many of the trends they identified "call on multiple stakeholders." Relationships take a long time to build, she said, but when the trust is there, "the rate of change" and "the speed of decision-making" pick up.

Ms. Ryan suggested thinking longer-term. She has written three plans for Asheville and Buncombe County. Asheville is a little bit ahead of Beaufort, she said, by five to seven years, and that city is experiencing a "tourism backlash." Buncombe County gives out \$40 million in grants through its TDA (Tourism Development Authority), she said. The city and county are now throwing up their hands because the money is supposed to go to things for tourists, but there are many pressing issues for locals (e.g., the roads are being degraded); therefore, the TDA stopped giving out grants for a year so it can regroup, Ms. Ryan said.

Ms. Ryan said someone on the TDA said they've realized that they have to make investments that residents can enjoy, or they are "actually going to kill tourism." Where they invest their dollars will make their residents happy and will actually help tourism, too, she said. Making investments that residents also enjoy is something that Beaufort should look at, too.

Ms. Ryan said it's also important to continually repeat communications to residents that

the city needs to "play the long game" and make long-term investments. The professionals that the city hires for communications are essential to delivering that message, she said.

Referring to the Asheville case study, Mayor Keyserling said Beaufort is beginning to see the importance of balancing what is spent to bring people here while making sure that what is drawing them here "is here." The city has "begun the conversation" in the last two TDAC cycles, he said.

Mayor Keyserling said Beaufort doesn't want to bury itself in tourism like Charleston has, at the expense of the quality of life of its residents.

Councilwoman Sutton said she has a store on King Street in Charleston and has learned that "no locals come downtown," and there's nowhere to park, which are things that people complain about in Beaufort. Business owners want business, but there has to be a point at which they "stop" and change their way of doing things, she said.

Mayor Keyserling said council had a conversation about this in terms of the Beaufort History Museum, and the city's obligation to make it "a good museum, not just a museum."

Councilman Murray said he's encouraged that the plan is being worked and not just sitting on the shelf. The process was "a bit of affirmation" because they learned that resources had been going to places that needed them. 100+ workforce units are being built in the city today, he said, and they are moving forward on other aspects of the planning, too, without have task forces stood up yet. The committees' jobs are to help continue the momentum in these three key areas, "not to slow it down," Councilman Murray said.

Ms. Ryan said it's wonderful to see tangible action toward the goals. She discussed the way the task forces are structured. She said to look for national and international best practices. "Every single community is dealing with affordable housing," so there are a lot of resources, and she suggested the committees should "have a charge around best practices." She added, "Actually doing things together . . . is what helps to build that trust."

Councilman Murray said in the Beaufort 2030 report, Ms. Ryan discusses the trends that should be tracked. He asked if there are communities that have done a good job setting up "online dashboards." Ms. Ryan said she would find out if she could share the design of some data tracking. Councilman Murray said he thinks it's important to collect data early and report "as we go" to prevent "misperceptions."

Ms. Ryan asked about the city's hiring of a communications specialist. Mr. Prokop said the committee has been formed and would be interviewing candidates in the next

couple of weeks. The goal is to have a communications person on staff before the end of the year, he said. They have received 10 to 12 applications, of which four or five people are from out of state.

Ms. Ryan asked about the new school board superintendent and the new county supervisor. Several council members said they feel positive about the leaders in those positions.

Mayor Keyserling gave Ms. Ryan a summary of what is happening with planning around these three categories.

Mr. Prokop asked Ms. Ryan about establish a meeting between a few people from City of Beaufort and people in Asheville. Also, he said, one thing the city doesn't do well is data collection, so he asked her for the top 10 trends to monitor going forward.

Mr. Prokop said Mr. Prichard is updating the Civic Master Plan, and it would be good to see a private or public entity that has good data collection that could guide the city. Ms. Ryan said she could set the city up with a visit to Asheville, and she'd recommend meeting with the head of the Chamber and the assistant city manager. She told Mr. Prokop that she would think about his data collection question. They should keep an eye on the most important trends, Ms. Ryan said, but also the leading indicators that could help them to "shape the trends."

Mayor Keyserling said he doesn't know who has applied to serve on the task forces, but he asked how to keep those who might not step forward to volunteer engaged. Mr. Prokop said some of the task force volunteers are new to volunteering with the city, but they have "tremendous backgrounds" for the task force or possibly to serve somewhere else. Mayor Keyserling said the communications person might put out a newsletter to keep people who can't/don't volunteer engaged.

Councilman Murray said he is surprised, as many others probably are, about how long the permitting process on the city's Mossy Oaks stormwater project is taking. Mr. St. Clair said it should be another 60 to 90 days. The DOT comments are "pretty easy" to respond to, he said. Mr. Prokop said the Army Corps of Engineers posts the feedback from the city for 30 days, per federal regulations. Mr. St. Clair said they anticipate going to RFP in January 2020.

Conway Ivy said an important metric to look at would be measuring traffic and traffic intensity over time, which affects the quality of life everywhere. This would also support "actions dealing with traffic," he said.

Councilman Murray asked if the city is looking at other stormwater hotspot areas in the city. Mr. St. Clair said all nine areas that have been identified are actively in some phase of design or analysis. **Neal Pugliese** will have another Mossy Oaks Stormwater Task

Force report soon. Mr. Prokop discussed the agreement worked out for the stormwater improvements on Twin Lakes Road.



GREATER BEAUFORT-PORT ROYAL CONVENTION & VISITORS BUREAU (CVB) UPDATE Robb Wells said he would make an end-of-the-fiscal-year report as the city's DMO (designated marketing organization).

79% of website traffic is from paid and organic search, Mr. Wells said. A goal was to provide people searching with the content they needed about what to do; he said they focused on referring to the website and would "capture" searchers when they did. They are able to capture people who clicked on paid online advertising. There were more than 43,000 conversions on the website, and 99% of the conversions are distributed to the CVB's partners, he said.

- 9,500+ booking referrals come from the BeaufortSC.org booking engine and go to the hotels, Mr. Wells said.
- Average length of stay through the booking engine is 3.1 nights. There is a mix of properties on the booking engine, Mr. Wells said. Mayor Keyserling asked if they know how many are Parris Island graduation related. Mr. Wells said most tracked on the booking engine fall in the Thursday – Saturday range, but military families are typically on Wednesday and Thursdays.
- Nearly 15,000 search inquiries were made on the booking engine.
- \$2 million in publicity value (over 200 million media impressions) Councilman Murray asked how this tracks from year to year. It's been \$2 million to \$2.5 million over the last few years, Mr. Wells said. When Southern Living runs a 3-page spread on Beaufort, it matters in value. Having a New York Times story, then Voque and Conde Nast Traveller stories made a big bang one year, he said.
- Occupancy this year was "flat," Mr. Wells said, with 2% ADR (average daily rate) and flat RevPAR (revenue per available room). Some rooms have been added, he said, and "we're trying to make up the pace from last January and February." There was a general discussion about the effects of hurricanes and storms. Occupancy was up after Hurricane Matthew because of workers' crews for cleanup, though they stayed at discounted rates, Mr. Wells said, but for Hurricane Dorian, the mandatory evacuation was called, but then there were no out-of-town crews after the storm, plus visitors didn't come. He told a council member that July 1 to June 30 is the CVB's fiscal year.
- Councilman Murray said ADR is up 2%, while RevPAR and occupancy are flat, and he asked why the ADR didn't increase RevPAR. Mr. Wells said, "Some of it was rooms." Councilman Murray asked who "this capture[s]." Mr. Wells said it's the STAR report, and it covers traditional lodging in Beaufort and Port Royal.
- Mr. Wells said they have just started tracking short-term rentals. Listings and bookings have increased year over year, he said, but in the same timeframe, occupancy is flat, as is RevPAR. He said they removed Fripp Island and other

- resorts from the report because "it's a multi-generational traveller, and their visits are not traditional." The number of bookings increased for short-term rentals, he said, but the numbers are flat because occupancy and RevPAR are "outpacing each other."
- Spring and summer were "great" and "really good," and October is looking good, as is the first week of December, Mr. Wells said. The CVB's job is to remind people that Beaufort is a great place to visit and is "still open for business," he said. If they can capture the November/December visitors, it will help the numbers for the year. The City of Beaufort doesn't have a "diversified visitors audience," he said. This isn't new just to our market, Mr. Wells said. There's a tapering off of leisure travel in other coastal towns, too; those keep their numbers up with group business, for example. AirDNA is he uses to capture short-term rental data, he told Councilman Murray.
- Mr. Wells said the City of Beaufort provides 45% of the DMO's budget and Beaufort County provides 41%. There are 3 fulltime staff and 8 part-time.
- 70% of the CVB's budget is spent on marketing and promotion; 5% is for visitor services, 6% for sales, and 19% for operations, Mr. Wells said.
- Mr. Wells said Beaufort is a "historic Southern coastal destination." Solo travel is
 on the rise. Pinterest searches for "small-town travel" are up 276% in 2019;
 "surprise destination" is up 192%. Leisure travel continues to rise among
 millennials; nearly 70% of millennial travelers will extend business travel to
 leisure travel.
- Mr. Wells said 2020 "planning parameters" are "travel intenders whose interests align with Beaufort as a destination." He reviewed what the CVB's media tactics would be for 2020.
- 75% of ads will be digital, 11% print, and 14% out of home. Print is hard to track, Mr. Wells said. Billboards, radio, etc. are considered "out of home" advertising, he said.
- Mr. Wells showed which outlets "hit last year." The CVB is hitting "all" the "current trade shows." He listed some of the trade media coverage that is being used.
- Small meetings are for 150 or fewer people, Mr. Wells said. Councilwoman
 Sutton said Beaufort lacks meeting space. Mr. Wells said it does, but the CVB has
 been able to have conversations with groups and associations, and if they
 understand "how the destination is working," they are "more open to the idea"
 of having meetings in Beaufort.
- Mr. Wells said the "Beaufort Area Sports Council" was created last year, and it has secured some events to come to Beaufort next year and in 2021. Sporting events are often said to be "recession-proof." He said the CVB has to work with the county and with partners to develop these relationships and bring these events in. The "diversity" in visitors their seeking includes leisure travel, business and corporate travel, group tours, and sporting events, Mr. Wells said.
- Destination services works to put together information that visitors need, Mr.

Wells said.

- The top 10 designated market areas remain largely unchanged, he said.
- Visitor expectations: 95% of visitors said their visit met or exceeded their expectations, 86% said they would return, and 95% said they would recommend Beaufort to their friends, Mr. Wells said.
- On the pre- and post-visit surveys, people are looking for these top five
 "significant" things: beaches, sightseeing (tours), restaurants, historic landmarks,
 and shopping. "Historic landmarks" is a new category, Mr. Wells said. He told
 Councilwoman Sutton that of the 5% who say they wouldn't return to Beaufort,
 some put their reasons and others don't, so he doesn't want to speculate.
 Councilwoman Sutton said she asks people in her store if there are things that
 didn't meet their expectations, but she hasn't been able to pinpoint anything
 yet.

Councilman Murray said as the CVB collects more data, it would be interesting to see it, particularly in terms of what Ms. Ryan was saying about things that are good for both residents and visitors. Mr. Wells said they would know more as they collect more data.

Mr. Verity asked if Mr. Wells knows how many people come here when they are visiting Hilton Head. He's surprised there's not a push to advertise in the Midwest, which is where most of Hilton Head's visitors come from. Councilman Murray said around 30% of his business's tourists are day-trippers from Hilton Head and Savannah. Mr. Wells said 28% of people staying on Hilton Head "daytrip out of there," and 30% to 33% of people in the Visitors Center list their place of origin as Hilton Head. Beaufort ranks very high in awareness in South Carolina, but in other core markets, "we still have work to do," Mr. Wells said; the Midwest and other markets would be "a bigger reach for us." Mr. Verity said the expansion of Beaufort's historic landmarks – the Reconstruction Era National Park and others – offer a good opportunity to bring in visitors because people staying on Hilton Head "get bored." Mr. Wells said he would like to have the additional marketing funds to do what Mr. Verity suggested in the Midwest.

Mr. Ivy asked if the CVB tracks overnight visitors to the marina. Mr. Wells said no. Mr. Ivy said he sees marina visitors walking around The Point. Mr. Wells agreed that would be a good opportunity.

- Mr. Wells said "other opportunities" for the CVB include
 - Continuing to diversify the visitor audience
 - Expanding cooperative marketing and sales options
 - Shoulder season festivals and events
 - Destination master plan
 - Feasibility study: meeting space/sports facilities
 - Destination NEXT focus on development/market research

Mr. Wells told Mr. Prokop laying out the master plan is his #1 goal for next year. He

thinks they need to continue to work on economic development and to work on "diversifying the visitor base," so Beaufort is not so dependent on leisure travel when there is a downturn.

Councilman Murray asked Mr. Wells about the master plan process. Mr. Wells said they have to engage city and county partners, stakeholders, Parks and Recreation, people involved in sports, association and trade planners. He said it would be a 14-week process.

Mr. Wells discussed some ideas to bring in sporting events and whether they could bring in tournaments of certain sizes.

\$3.42 is the "cost per lead," Mr. Wells told Councilman Murray.

REVIEW AND UPDATE OF COUNCIL-APPOINTED COMMITTEES PER THE BEAUFORT DEVELOPMENT CODE [SEP]

Mr. Prichard said staff had looked at all of the committees and city council, and felt nothing in the code needed to be changed for council. He asked the council members if they felt anything in the ordinance needed to be changed; no one did.

<u>Metropolitan Planning Commission</u> (MPC) – Mr. Prichard said staff feels "it's important to have an MPC," but staff also feels that there's a Northern Regional Planning Implementation Committee (NRPIC) that is designed to look at regional issues, which planning commissions don't often deal with. The MPC members are supposed to be familiar with the Comprehensive Plan and ordinances, he said.

If there isn't "a good reason to still have a metro planning commission," Mr. Prichard said, the city could just have a planning commission that is focused on the City of Beaufort. In 2000, the planning commission was comprised of representatives for the city and Port Royal, and then in 2009, it added two county representatives, Councilman Murray clarified.

Councilman McFee asked if the premise of the consolidation wasn't that the commissioners would be familiar with their own jurisdictions' comprehensive plans. Mr. Prichard said, "All six members vote on the issues" that come before the MPC, so four people vote on "a recommendation for a body that they don't represent." Mr. Prichard said if it's a city issue, city staff provides the report, etc. and makes sure "the entire MPC understands the issues" and sees how the project "aligns with the city's goals." In recent decisions by the MPC, the rationales were not focused on the city's goals, Mr. Prichard said. Mr. Prokop said an example is that a commissioner said the city should do something that is in the county ordinance.

Mayor Keyserling said he doesn't go to the MPC meetings, but anecdotally, he has the impression that "the focus is much more on . . . monitoring and controlling what Port

Royal and Beaufort do," rather than on "sustaining the relationship that was created through the Northern Regional Plan," which is where the MPC originated. He described the county's initial resistance to having an MPC.

Mayor Keyserling said, "Anecdotally, it doesn't seem that much that happens in the county, within the growth boundaries, comes before" the MPC. The county bought into this, he said, but anything within the growth boundaries that's not in one of the municipalities should be going through the MPC, just like something would that's in the center of the City of Beaufort or the Town of Port Royal.

Mr. Prichard said, since he has been here, the county has brought projects to the MPC that were within the growth boundary. Mayor Keyserling said, for example, on Lady's Island, the county is "on one side of the street," and the city's on the other, and he doesn't know that the county brings projects taking place on its side of the street to the MPC. If it's not doing so, it is missing out on "the collaborative opportunity" that the MPC was meant to be, he said.

Mayor Keyserling said the "short-term future of growth" isn't getting its "fair share" if the chair of the MPC is also on the Northern Regional Planning Implementation Committee. He feels the county representatives on the MPC "don't know what is going on" in the City of Beaufort. If commissioners are making recommendations without knowing the Comprehensive Plan or the Civic Master Plan, that's a problem, he said. The MPC only makes recommendations, not regulatory decisions, Mayor Keyserling said. He "pushed this very hard" in the Northern Regional Planning Implementation Committee, but he feels "something's gone wrong," and the MPC isn't facilitating "collaboration and coordinated growth" as it's supposed to. Instead it is weighing "heavily on one body or another" or "infringing upon the authority" of the city. Mr. Prichard said he agrees.

Councilwoman Sutton read a comment on Facebook Live from **Mike Sutton** about the MPC, in which he agreed with Mayor Keyserling.

Mayor Keyserling thinks the MPC should be restructured, and it should be made clear that it's "meant to be advisory." Commissioners "not in the area being planned" should be "ex officio." He doesn't think the MPC should be taken apart but should be made to work as it was intended to. Beaufort and Port Royal operate so differently from Beaufort County, Mayor Keyserling said, and the challenges and opportunities are "much more narrow" with the plans that they are following. He said there have been comments made by an "outspoken" commissioner who didn't know the city's Comprehensive Plan. "It's not doing what it's supposed to do," Mayor Keyserling said of the MPC. "The autonomy of every body was never meant to be given up."

Mr. Prichard said he feels the Northern Regional Planning Implementation Committee works on the issues that "are truly regional." There are advantages to diverse opinions on the MPC, he said, but they also need to think about the goals of the city. The

commissioners get into the nuts and bolts of planning and city ordinances to make recommendations, he said, but four of them are not city representatives.

Councilman McFee said there is both "disconnect" and benefit in having an MPC. In the NRPIC, there is "a spread-out knowledge base," but sometimes it is "subject to who has the louder voice."

Mr. Prichard said he thinks the MPC could work if the members looked at each project from the perspective of the jurisdiction from which the project originated. Councilman McFee said all the commissioners should understand the interests of the subject jurisdictions.

Mr. Prokop said the city needs to do a better job training the commissioners. He thinks they need to look at the commissioners' function and give them new training. They need to clarify what they expect from the MPC, he said.

Councilman Murray said he agrees with a lot of what has been said; it bugs him that city council has "appointment authority" for only 2 members of a 6-member commission, so there are "four members" of the MPC "we have no control over," yet those commissioners "are given regulatory control over projects in the city." A majority of commissioners could easily "hold up a project in the city," he said. He sees the benefit of "a regional planning body," which gives representatives of the 3 entities an opportunity to discuss projects. Councilman Murray feels the NRPIC "does that, [and] should do more of that." He also sees "the advantage within the growth boundaries of having a review," which gives the public and applicants the opportunity to have "debate and . . . dialogue."

Councilman Murray said his problem with this is "the regulatory issue." He feels matters should go from the MPC to council, staff, or "to a different board within the city for final approval." He thinks the city should be doing a better job training and communicating its vision for how it hopes to grow to all of the members of its boards and commissions.

Regardless of how council changes the MPC, Councilman Murray said, he doesn't think the city trains any of the members of its boards well enough. There is an idea that the county and the jurisdictions within it will all grow the same way, he said, but there are differences in the rural and urban transects. He thinks they should consider going back to the model of the 2000 joint planning commission with the Town of Port Royal and ask the county to extract itself from the MPC, as it has its own planning commission. Other matters could go to the NRPIC, Councilman Murray said.

Oyster Bluff is an example of where the MPC "failed completely," Mayor Keyserling said. He'd like the Town of Port Royal and the City of Beaufort "to have some autonomy." Councilman Murray said they could ask the county to expand the MPC's purview in Northern Beaufort County by bringing projects that are inside and outside the growth

boundaries.

Mr. Prichard said the adjustments he'd make are in understanding the role of the MPC; it could stay the same way "if people understood how the mechanics of it work." "The state allows planning commissions . . . or designated staff . . . to review development plans," he said. "I think there's an expectation on [the part of] a lot of the members of the planning commission that . . . they have the role of reviewing development plans. They don't have that role." They review zoning, he said, and "a lot of times, we're talking about zoning, and they want to look at what the development plan is," but "development plans are done by the Technical Review Committee" (TRC). Mr. Prichard said the commissioners "get the two things conflated and mixed up." He is concerned that commissioners are "trying to control growth," but this is "the wrong venue to be doing that"; he said if it's a "regional issue – like where should the growth be – then that should be worked out in a regional body."

Mr. Prichard said the MPC "could work if people understand what the role of the planning commission is." There is "a risk" in having four commissioners who don't have the City of Beaufort's perspective on growth control in the city, Mr. Prichard said. Councilwoman Sutton said she thinks that should be changed. Mr. Prichard said it would be "cleaner" if "city-focused planning commissioners" were making decisions about the city.

Mr. Prokop asked if this matter should go to the joint Town of Port Royal-City of Beaufort council meeting. Councilman Murray suggested first bringing it to the NRPIC meeting in October or November and asking the committee what it thinks. There is an opportunity to work with the county now because a county representative has resigned all of his planning seats, he said.

Mr. Prichard said another staff recommendation for an ordinance change is to the MPC's duties concerning trees, land, and land structures; they'd add "'that are outside of public rights-of-way, designated open space, or public parks,' because that's a duty that we've assigned by ordinance to PTAC." There was no objection to this change.

"There was some confusion about subdivision plats," Mr. Prichard said. Only conceptual sketch plans of a subdivision go to the MPC for approval, but he thinks this confuses people. Subdivision plans are a development plan, he said, but generally, subdivision of land is considered "by most courts" to be "a ministerial decision," so he asked if it should be a staff decision, like preliminary and final plan approvals are. Councilwoman Sutton said yes. Councilman McFee said if it's all given to staff to decide, there is not an opportunity for public input, and that would make the city less transparent in terms of development.

Councilman Murray asked, if someone brings a sketch plan for a subdivision to the MPC, and it follows the letter of the law, but the MPC doesn't "like it," if it is "done." Mr.

Prichard said he believes "conceptual has to come back to the MPC." People have the right to subdivide their property, he said, and if they follow the ordinance, it's by right, so they couldn't be denied. Councilman Murray asked if it's "ever gray." Mr. Prichard said staff looks at the minimum lot size, the roads being put in, etc., and they "don't get . . . into whether you should allow them to subdivide or not." As with zoning decisions, with subdivisions, the commissioners are looking at "whether they like what you plan on doing with your property." If they are "capricious and arbitrary" about their recommendations, Mr. Prichard said, and "deny something" but "down the road, approve a similar one," it could be a problem.

Zoning Board of Appeals (ZBOA) – Staff had no issues with this board in the ordinance, Mr. Prichard said, but they'd like to change the language from "staffing the preapplication conference to staffing the pre-design conference."

<u>Historic District Review Board (HDRB)</u> – There is "a mandated requirement" that one board member of the HDRB is an HBF board member, Mr. Prichard said. He said staff feels "the problem with mandating it" is that "you limit . . . your pool of candidates" for the board, and "it's slightly less democratic," because it gives "an advocacy group guaranteed influence on the board."

Mayor Keyserling said this goes back to about 2003. He feels "the bigger ethical question" is "whether or not a body that is an advocate would appoint a member of a regulatory board that regulates what they're advocating." The first time he brought this up, HBF "took exception to that," he said, and "council deferred." The question, Mayor Keyserling feels, is whether "an interest group that essentially pays a lobbyist and has grassroots support, that comes and lobbies the city, [should] be appointing 20% of the body that regulates it."

Since the Landmark District was first created, Mayor Keyserling said, HBF has "always been an important player" in "the whole process of preservation," but "in this day and age," he feels this practice is "outdated" and looks "wrong." Council could continue to appoint someone from HBF to the HDRB, he feels, but for council "to give up its responsibility to appoint" to a group that it is supposed to be regulating makes him "ethically . . . very uncomfortable."

Councilwoman Sutton read the relevant passage and said she feels HBF's recommendation of a member of its board to the HDRB has "turned into an appointment," and it should not have. Council should make the decision about who to appoint to the HDRB based on HBF's recommendation, she said, not have that appointment be mandated.

Mayor Keyserling said, "This isn't about HBF," but about "how a regulatory commission's membership should be appointed." As it stands now, "20% of the job of protecting the historic fabric" of the city "is being handed over to a member of this

group," he said.

Mayor Keyserling said **Maxine Lutz** had written to say that she could not attend this meeting, but she's aware of this matter. HBF is a partner, he said, and they will have input before any decision is made.

Mr. Prokop said there are four or five applicants for the HDRB who don't meet all of the specific requirements, but the board needs more members. He asked if council could appoint some of those applicants so the HDRB could be fully staffed.

Councilman Murray said he'd appreciate a suggestion from HBF about whom they should appoint to HDRB. What's important to him is the composition of the board. The ordinances says members should have "an interest, competence, or knowledge" of historic preservation, and three should have a relevant professional background.

Mr. Prichard said, "To the extent that such is available in the community" is an important point of the ordinance: If they feel they have good candidates, but someone is not "necessarily a design professional in the field of historic preservation," he asked if council could "appoint them, anyway."

Councilman Cromer said term limits could be a problem as well, because good people might want to continue to serve but can't because their terms expire.

Mr. Prichard told Councilman Murray that HBF is aware that there are currently vacancies on the HDRB. Mr. Prokop said they have good candidates, but they don't meet "this exact requirement," e.g., they might not live in the Historic District or might not be a design professional.

Councilman Murray said he understands the reasoning for requiring the majority of the board members to have a vested interest in the Historic District, but he thinks that makes filling the board a "real challenge." Mayor Keyserling said he doesn't know that board members should have to live in the district; planning in other areas of the city doesn't require the board members to live in that area. Preservation should be important to the whole city, he said. There are two or three people restoring cottages that people thought would never be saved, Mayor Keyserling said, and they might be good candidates for the HDRB, or a good candidate might be someone who is a professional builder, for example, but is not an architect. Some people might be "more in sync" with what is required from the HDRB than someone who meets the requirements of the ordinance, he said.

There was discussion about how this could be changed. Mr. Prichard said the city has put out an RFP to hire an "architectural preservation professional" who would not be on staff, but who would be available to answer questions. The HDRB was set up to stand alone, he said, with staff providing assistance from time to time, but staff historically has

done a lot of the work for the board. He thinks they need fewer "technical people" on the HDRB than would be needed if staff didn't provide "a professional opinion in the staff report."

Mayor Keyserling said all of the boards need to have better training because they are "stepping outside the bounds" of their roles. Mr. Prichard said he'd like to have formal training and also monthly meetings to look at how the ordinance fits in with the Comprehensive Plan. Councilman Murray said he likes that idea, which would be like a work session for the boards. Mayor Keyserling agreed and said he thinks that the boards and commissions would benefit from that, as council has since it started having work sessions.

Councilman Murray asked if "we recommend [that] projects within the Historic District go to the Preservation Committee at HBF." Mr. Prichard said he doesn't do that and doesn't "think it's appropriate for staff to do that." Mayor Keyserling said he has told people with a project to start with HBF and get their help. Councilman McFee said if he has a client with questions, he tells them to go to HBF.

Councilman Murray said he has heard "frustration" from "the development community" that what they hear from the HBF's Preservation Committee changes between the meeting with the committee and the HDRB meeting.

Mr. Prichard said if two HDRB members also were on the board and HBF, and HBF discussed a project, "that could be used as *ex parte* communication" because not all members of HDRB or the applicant would have been "privy to" it, which is "another risk" from which "the members need to protect themselves."

Mr. Ivy said he's no longer on the HBF board, but he's a supporter and "active on the committee." He said the Preservation Committee is full of very knowledgeable people, and there's no requirement that anyone come to the committee, which is guided by the Milner guidelines. Every project is different, he said; they advocate that the HDRB follow the Milner guidelines. When a project doesn't meet those guidelines, applicants are told different things they could try to get the project to meet them, Mr. Ivy said. The Preservation Committee has input, but it's up to the applicants and their architects if the project is compatible. They then go to the HDRB, and sometimes other points are brought up before "the larger committee."

Mr. Ivy said the idea is that a number of people with expertise look at applications, and their interest is in seeing the Milner guidelines followed. HBF invests in knowing the details, he said, and "the historic fabric" could be lost even through "slight details." The Historic District is "one of the key magnets" for people coming to Beaufort, Mr. Ivy said, so he thinks it's important not to lose that sense through "small changes." He has seen this happen in Savannah and Charleston. In his travels throughout the US, he has seen that "Beaufort is really unique," and he feels it's important that the city continues to

have HBF's input about historic preservation.

Councilman Murray said it's common to hear nervousness about preservation of the Historic District, but he lives in The Point, and the infill he's seen has been appropriate. This is true in The Old Commons neighborhood and the Northwest Quadrant, too, he feels. All of the neighborhoods in the Historic District are in better shape now than they have been in a long time, Councilman Murray said, and he'd like to see data on that. He'd like to see "tracking on a street-by-street level."

Mr. Ivy said, in the Northwest Quadrant, structures are falling down, and most of them that are still there are heirs' property, or they have two or three owners who don't want to do anything with the property, but they don't want to sell, either, so there are legal difficulties.

Mayor Keyserling said people have come here and taken on four structures from the Reconstruction Era: Two are finished, and one of them – on Duke Street – is "absolutely fabulous." Another structure from the period is on Greene Street, and it's being worked on, too. Mayor Keyserling said two of the four he's been photographing were "stabilized" by HBF before they were sold.

Design Review Board (DRB) - Mr. Prichard read from the Beaufort Code about the board's "powers and duties" and said staff feels it's "unclear whether the DRB is expected to provide technical approvals or guidance of design." He said if it's technical approvals, "city council can assign this responsibility to the planning commission or designated staff." By state statute, development plans can be approved by the MPC or staff, he said, and currently staff does it via the TRC, whose composition he listed. There are certain instances, though, where applicants "have to go to the Design Review Board." The ordinance is unclear about whether the board is to provide "technical approval" or "guidance on design," Mr. Prichard said. If the board is giving development approval, it's unclear to staff if that could be "delegated to another board," such as "one we create to do that." If the DRB is to "provide guidance on design," he said, "does this make them an architectural review board?" If the DRB is an architectural review board "can their purview be the entire city, save the Historic District?" Mr. Prichard said when the city had a UDO, it had "design districts," and "things that were in the design districts went to the DRB." Under the new code, he said, "it's everything that's not [in] the Historic District."

Mr. Prichard said his first question is whether or not council wants the DRB "to approve major development plans." If not, and it's an architectural review board, he asked if the DRB could "have architectural review over everything in the city, even though the state statute says architectural review boards kind of have certain areas." If there's a "redevelopment district that we want to develop a certain way," he said, an architectural review board would ensure that established design parameters are being followed. Councilman Murray said the state statute on this "is pretty dang broad."

Mayor Keyserling said he wouldn't expand the DRB's jurisdiction. In a work session, council realized the HDRB has "an easier job" than the DRB does because the HDRB has the Milner guidelines, but there aren't similar standards for the DRB. Councilman Murray said the form-based code has narrowed this. Mr. Prichard said, "Staff can say, yes, you have a stoop or porch," but there is no guideline for "how your stoop and porch looks." Councilman Murray said he is fine with the DRB operating as an architectural review board.

Councilman Murray said he doesn't think the scope of projects that go to the DRB should be opened up; their purview should remain as commercial projects and major subdivisions. Mr. Prichard said in his time here, he's seen that "the DRB has kind of struggled with what they're supposed to do." Before he came here, staff was trying to "expedite" applications, so projects would "go to the DRB," and if the board wanted changes "you could do that before you submitted your final construction document that gets reviewed by the TRC."

Mr. Prichard said "subjective parameters" – such as "the Beaufort style" – come up, and this should also be discussed. Also, there are "strictly aesthetic concerns" that make it more expensive for developers of residential buildings, he said, which can affect their ability to offer affordable housing.

Councilman Murray said he understands that it's "tricky," but there is a Beaufort style. Mayor Keyserling asked if "the form-based code need[s] a little more definition." He thinks "there's always been a little bit of confusion" in the DRB about what it's "supposed to do," so the board is "reduced to saying, 'I like this better than I like that."

Mr. Prichard said having a Beaufort style means "you're going to control what the city looks like," and "you lose affordability, because it's going to make buildings more expensive to build." In addition, "you're going to lose innovation," he said, and "interesting designs because everyone's following somebody's pre-set designs." It will make design "more difficult and more subjective," he said, there's an issue with "property rights." If someone owns property, "usually the rules that cities have" about it are meant to protect the public welfare, Mr. Prichard said. "When we think about affordability, and we think about investment," some people might not be able to afford "to build that type of building," even if everyone agrees it's "a prettier building," so he thinks the city also risks losing investment.

Councilman Murray disagreed that "you lose innovation" by having a Beaufort style. He pointed out buildings that were considered innovative designs when they were built that are not designs "we would do over again" if given the chance.

Mr. Prichard said they "could find a bad building that followed the Beaufort style." Councilman McFee said 700 Bay Street is an example. Councilman Murray said he likes that building. Beaufort makes even dollar stores "put up something that fits in" and is

attractive, he said, not the chain stores' standard style buildings. Mr. Prichard said, "When you're guarding against that, you also prevent the other thing."

Councilwoman Sutton said she feels some architecture that is innovative should be allowed. Mayor Keyserling said he thinks the biggest shortcoming of the Historic District is "cheap models of grand houses and important houses."

Councilwoman Sutton said Mr. Prichard is saying that having the Beaufort look means "you lose innovation and interesting architecture." Councilman Murray said giving the DRB a wider berth about what they approve could help with that.

Mr. Prichard said at one of the first design review meetings he went to, an applicant was dissuaded from using Bermuda shutters and was convinced to do something more Lowcountry instead, but Mr. Prichard said he sees Bermuda shutters all over Beaufort. Architectural styles change, he said.

Appropriate candidates on boards and commissions and appropriate training for them is the answer, Councilman Murray said. Mr. Prichard said he thinks the DRB should weigh in on how a building looks, "not approve a development plan."

Mr. Ivy said for the HDRB and the DRB, the two most important elements to consider are mass and scale relative to the surrounding community and the setbacks. Architecture is always evolving, he said, and the Historic District has "200 years of evolution there."

Mr. Prichard said people get "mad" when they could do something by right, but "you're really trying to almost coerce them into doing it the way you want them to do it." He said they need to be aware of "things we can protect," like the scale of buildings, which is something that can be controlled without putting "an undue burden on a developer."

Mr. Prichard said he would like the DRB "to look at how [a project] looks, and don't worry about all the other stuff." The ordinance says "all the construction documents go to the DRB," he said, "but I don't know why we would do that," so he thinks that should be cleaned up. He also feels that the DRB needs "guidance" about what council expects it to do (e.g., give it "boundaries of this style that we want to make sure something's in"). This is hard, but without it, "you're leaving it to the whims of the people that serve on" the board, Mr. Prichard said.

Councilman Murray said "there's no doubt" that building materials and design "drive up the cost" of buildings, but in his conversations with people in the development community, they "rarely . . . complain about material costs"; they complain about the cost of land, impact fees, and "regulatory fees within the respective government bodies."

Mr. Prichard said council either needs to give the DRB guidance or not, but if they don't, they need to know the results will be "a box of chocolates." Councilman Murray said it's important that they have people with professional backgrounds on the DRB. He doesn't think "the technical stuff needs to go to DRB," but "what [a building] looks like" should be the DRB's purview because they are experts.

Mr. Prichard said he thinks about "what is equitable" and wants "to make sure we're being fair." He thinks there might be "certain places that we do have architectural standards and other places we don't." Councilman Murray said no architectural standards are needed in the Commerce Park, for example. Mr. Prichard said council "talks about encouraging businesses . . . and affordable housing," but those things and design standards might be "mutually exclusive."

Mayor Keyserling said the market "drives a lot of these decisions," and Mr. Prichard agreed. Councilman Murray said they want to promote "a certain aesthetic," with "quality buildings and quality design," and "some innovation." No one wants "a free-for-all along any of our corridors" except in Commerce Park, he said, where no one cares what a building looks like as long as it's safe. They want buildings that have "lasting value," he said, even if some of the standards they enforce "drive up the cost a bit." The city can help by looking at lowering impact and other regulatory fees, he said, which he hears are more of a problem than the materials needed to build to the city's standards. Mr. Prichard thinks people don't complain about the cost of materials to Councilman Murray and council because "it wouldn't do any good." They complain about that to the building supply vendors, Mayor Keyserling said.

Mr. Ivy said it's not been mentioned yet, but there are a lot of the complaints about "the time it takes to get your plans approved." He suggested maintaining the city's standards but speeding "up the review process." Mr. Prichard said applicants return to the boards for the various stages of approval (from conceptual to final) and respond to the comments they receive because they are "trying to bring the shiny rock that you're going to approve." He thinks the DRB should "make the decisions at . . . one meeting," and if the board wants the applicant to do something, they would "approve it under these conditions."

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 Murray, to enter into Executive Session for a discussion about contractual arrangements. The motion passed unanimously.

Councilman Murray made a motion, second by Councilman Cromer, to adjourn the Executive Session and resume the work session. The motion passed unanimously. Councilman McFee said there was nothing to report from the session.

There being no further business to come before council, the work session adjourned at 9:50 p.m.





TO: CITY COUNCIL DATE: 10/23/2019

FROM: David Prichard, Community and Economic Development Director

AGENDA ITEM Ordinance Amendment to Chapter 3 Park and Tree Advisory Commission (PTAC),

TITLE: Duties - 2nd Reading

MEETING

DATE: 11/12/2019

DEPARTMENT: City Clerk

BACKGROUND INFORMATION:

First Reading held during Regular Meeting on October 22, 2019

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:

REMARKS:

ATTACHMENTS:

DescriptionTypeUpload DateOrdinanceBackup Material10/23/2019

ORDINANCE

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.

(SEAL)	Attest:	BILLY KEYSERLING, MAYOR
		IVETTE BURGESS, CITY CLERK
1st Reading		

and Reading & Adop	
Reviewed by:	
ř	WILLIAM B HARVEY III CITY ATTORNEY



TO:	CITY COUNCIL	DATE: 10/23/2019	
FROM:	Rhonda Carey, Events Coordinator		
AGENDA ITEM TITLE:	1 1		
MEETING 11/12/2019 DATE:			
DEPARTMENT:	City Clerk		
BACKGROUND II	NFORMATION:		
PLACED ON AGE	ENDA FOR:		
REMARKS:			
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Description		Type	Unload Date

Backup Material

10/23/2019

Co-Sponsorship



CITY OF BEAUFORT

Waterfront Park Rental Reservation Application Downtown Operations & Community Development Department 500 Carteret St Ste. B2 Beaufort, SC 29902

Phone: 843-379-7063 Fax: 843-986-5606

(Name of Event: Friends of Caroline Release & Remember	Date(s) of Event: Sot Marchalfaodo Setup start/end time: Quant 10.80 Actual event start/end time: 10000 11.30 Take down start/end time: 11.30 11.30			
	Organization/Individual Name: Friends of Caroline Lawelle Falsian	Address: [10 13th Street Telephone: 843-525-6257 Email: Canelle & Fochospice org			
	 Completed application must be received and approved by the Events Coordinator. All reservations require the applicable refundable security deposit be remitted upon approval of application in order to secure the requested date(s). Deposits are refundable provided the venue is returned in the same condition it was received. 				
P	Please mail completed application to:				
City of Beaufort, Attn: Rhonda Carey 500 Carteret St. Beaufort, SC 29902,					
	or scan and email to rcarey@cityofbeaufort.org.				
All events must abide and are governed by the City's Special/Private Events Policy. Organizers will receive a copy of the policy for review. To discuss specifics of the policy, contact the Events Coordinator at 843-379-7063.					
Is event open to the public?					
Will admission be charged, or donation required?					
Will alcoholic beverages be sold? NO Served? NO					
	Will food be sold? NO Served? NO				
Will there be any retail sales? Butter lies will be sold in advance release					
	Number of people expected to attend:				

Areas of the Waterfront Park can be reserved/rented for 4, 6, or 12 hour blocks of time. Please factor time for set up and take down of the event into your chosen block of time. Blocks of time cannot be reserved or rented in pro rated increments. NO exceptions will be made to this policy.

Security Deposit is due upon approval of application

Fee payment due no less than 30 days prior to event.

Fill out by circling venue area(s) and pricing in blocks of time required for your event. Please indicate need for electrical hookup.

WATERFRONT PARK RENTAL RATES FOR PRIVATE EVENTS			
Park Area	4 HR Block	<u> 6 HR Block</u>	12 HR Block
Craft Market Lawn	\$ 200.00	\$ 400.00	
Contemplative Garden	\$ 200.00	\$ 400.00	. ;
Pavilion	\$ 350.00	\$ 500.00	
Green 1	\$ 300.00	\$ 500.00	
Green 2	\$ 450.00	\$ 750.00	
Electric Fee	\$ 50.00	\$ 75.00	
Entire Park			\$2,200.00
Refundable Security Deposit	\$ 500.00	\$ 800.00	\$1,100.00

See this link http://www.cityofbeaufort.org/group-events-business-license.aspx to obtain a group business license application for vendors.

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BEAUFORT PRIDE OF PLACE is a community involvement initiative that helps improve and develop quality of life throughout the city. Individuals, organizations, and visitors can get involved by donating money, equipment or time to assist the City with neighborhood improvement projects, youth programs, upgrading infrastructure and beautifying parks.

If you or your organization are interested in learning more about the program, volunteering or making a monetary or in-kind donation, please contact the City Manager's office @ 843-525-7070 or visit, http://www.cityofbeaufort.org/270/Beaufort-Pride-of-Place THANK YOU!

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Lessee/Applicant Signature	Date		
This section for City u	Se		
Mondy Chrex			
_ Events Coordinator - Rhonda Carey	Date	Application	Received
Deposit Paid: Fees Paid:	Deposit to be Re	funded:	

REQUEST FOR CO-SPONSORSHIP Henry C. Chambers Waterfront Park

Name of Event Friends of Caroline. Rela	97 CV	&Ron
Date of Event: March 28, 2020 Contact person: Law Telephone: 843		1ab
Please check all that apply.	Yes	No
Are you a "For Profit" entity?		**
Is this a fund raising event?	V	
Is this event open to the public?	V	
Is there a required fee / donation to attend this event?		V
Are you requesting more that two (2) park areas for this event?		اسا
Will there be any type of "sales" for this event?	V	
Will this event require more than four (4) hours (includes setup & take down)?		1-
Will alcohol be sold / served?		1
**If you answered "no" to the first question, what is your non-profit sta (4) or (6))?	tus? (501	(C) (3),
Request for waivers/co-sponsorship of events must be approved by prior to the event.	City Cou	ncil
	nied:	
Explanation:		
Forward for Council Deliberation: Date of Council Meeting		
Council: Approved: Denied:		
Explanation:		
		-



TO: CITY COUNCIL DATE: 11/5/2019

FROM: Stephen White

AGENDA ITEM Request for permission to host annual Motorcycle Toy Run Parade Sunday, December

TITLE: 15, 2019

MEETING

DATE: 11/12/2019

DEPARTMENT: City Clerk

BACKGROUND INFORMATION:

Seeking permission for area motorcyclists to parade through downtown Beaufort in conjunction with our effort to collect toys during the holiday season. All toys and donations are given to the Salvation Army after the parade.

PLACED ON AGENDA FOR:

REMARKS:

ATTACHMENTS:

DescriptionTypeUpload DateParade RequestBackup Material11/5/2019FlyerBackup Material11/5/2019

Dear Ms Burgess

I would like to ask of the city manager and city council permission for area motorcyclists to parade through downtown Beaufort in conjunction with our effort to collect toys during the holiday season. All toys and donations are given to the Salvation Army after the parade. This is the 39th year for the event and we would like to hold the parade on Sunday the 15th of December. The route in the city proper will be the same as previous years (Boundary to Carteret to Bay to North to Salvation Army). The bikes will assemble in the rear of the former K-Mart in the Town Center shopping center located at 2015 Boundary St. For more information I can be reached during the day at 843 846-2188. My cell phone is 843 929 8588. Thank you for your consideration.

Stephen A. "Stitch" White

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MOTORCYCLE TOY RUN

SUNDAY, DEC 15TH @1:00 PM

DONATION OF A NEW, UNWRAPPED TOY OF AT LEAST \$10.00 IN VALUE

ALL DONATIONS GO TO SALVATION ARMY FOR DIS-TRIBUTION IN BEAUFORT AREA



FOR MORE INFO: STITCH 843 846 2188 843 929 8588 souscooters@hargray.com

WELCOM

BEAUFORT TOWN CENTER IS LOCATED ON US 21 (BUSINESS) AT 2015 BOUNDARY STREET IN THE CITY OF BEAUFORT.

BIKES WILL FORM **UP IN THE REAR** OF BEAUFORT TOWN CENTER. **LEAVE @1:00** SHARP FOR SALVA-**TION ARMY** 2nd LIGHT AFTER **ENMARK U-TURN** 2nd DRIVEWAY ON THE RIGHT



TO: CITY COUNCIL DATE: 10/9/2019

FROM: Bill Prokop, City Manager

AGENDA ITEM

TITLE: Approval of Placement of Awarded Playground Equipment

MEETING

DATE: 11/12/2019

DEPARTMENT: City Clerk

BACKGROUND INFORMATION:

Discussion of accepting the award and placement of equipment was held during Worksession on October 8, 2019

PLACED ON AGENDA FOR:

REMARKS:

ATTACHMENTS:

DescriptionTypeUpload DateRecommendationsBackup Material11/1/2019

To: City Council Date: 10/11/19

From: W. Prokop, City Manager

Subject: Staff recommendation for placement of Playground equipment

It is the recommendation of staff that the Burke Playground equipment that was won by the City at the Carolinas Joint Conference be placed in Washington Street Park. The rationale for this is:

1. There is a current Master Plan for the park.

- 2. The Playground equipment is number 3 and 4 on the priority list of needs for the park.
- 3. The park is one of the most used parks in the City.
- 4. The staff, council representatives, PTAC committee and the neighborhood groups are all in support of the park and the Master Plan.
- 5. Surveys and designs are all current and update within the last 12 months.
- 6. There is a 30- year lease in place that was signed in 2017.
- 7. This equipment is age specific and will compliment the equipment that will be purchased under the PARD grant that was awarded to the City by the legislative delegation last year.

The recommendation is made do to the fact that there has been no clear vision of what Southside Park should be to meet the overall needs of the City. Therefore, staff recommends that a new Master Plan and overall agreement be completed that clearly states what the overall vision and purpose of Southside Park is to the city. This plan shall be completed within this fiscal year and will reviewed by the neighborhood, PTAC committee, staff and approved City Council.

In completing this a clear definition of what type of park, passive or other, it will become will be defined along with types of usage and the activities that will be allowed. Past concept plans will be reviewed, along with the new engineering surveys and drawings of the property, and the neighborhood survey data that was collected in 2018.

The Community & Economic Development department will have the overall responsibility of preparing the plan.

Once this plan is completed and approved, the City will seek grants and other avenues of funding to fully address the various equipment and infrastructure needs of Southside Park.



TO: CITY COUNCIL DATE: 10/23/2019

FROM: Ivette Burgess, City Clerk

AGENDA ITEM

TITLE: Approval of City Council Holiday Break

MEETING

DATE: 11/12/2019

DEPARTMENT: City Clerk

BACKGROUND INFORMATION:

City Council Holiday break will begin Tuesday, December 17, 2019 and will reconvene Tuesday, January 14, 2020.

The last meeting for 2019 will be Tuesday, December 10.

PLACED ON AGENDA FOR:

REMARKS:



CITY OF BEAUFORT

DEPARTMENT REQUEST FOR CITY COUNCIL AGENDA ITEM

TO: CITY COUNCIL DATE: 11/4/2019

FROM: Community and Economic Development

AGENDA ITEM Annexing a Portion of Parcel R200 018 00A 0079 0000 into the Corporate Limits of

TITLE: the City of Beaufort, South Carolina - 1st Reading

MEETING

DATE: 11/12/2019

DEPARTMENT: Community and Economic Development

BACKGROUND INFORMATION:

Applicant, Distant Island Company, L.P.

Staff Comments:

- The applicant proposes to add 0.299 acres from R200 018 00A 0079 0000 to R123 018 000 076B by moving the lot line.
- An existing structure straddles the lot line between the two parcels which is also the jurisdictional boundary between the City and the County. The applicant has had a plat drawn up that abandons that lot line and shows a new lot line approximately 70 feet to the rear of the building. Moving the lot line will bring the existing structure into conformity with the Distant Island PUD rear setback of 15 feet.
- The new plat has been recorded in Plat Book 152, page 4, but Beaufort County will not publish it until the jurisdictional issues are resolved. Annexation provides resolution.

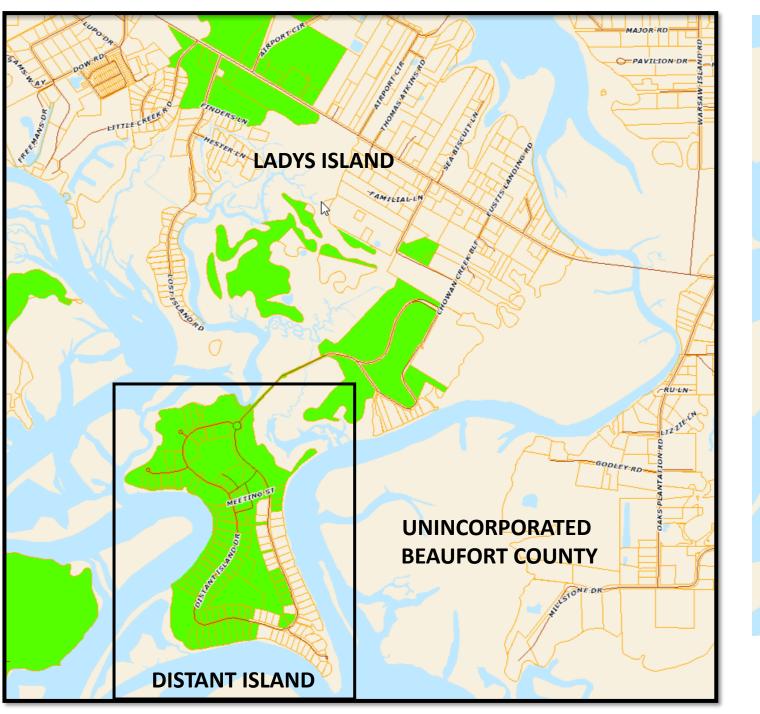
PLACED ON AGENDA FOR: Action

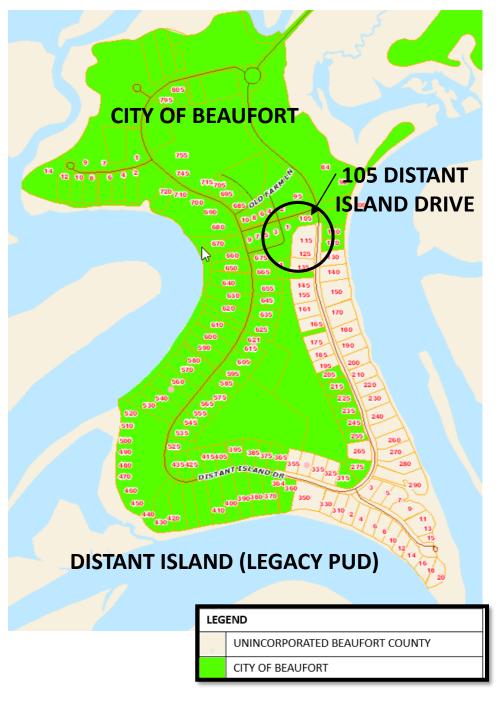
REMARKS:

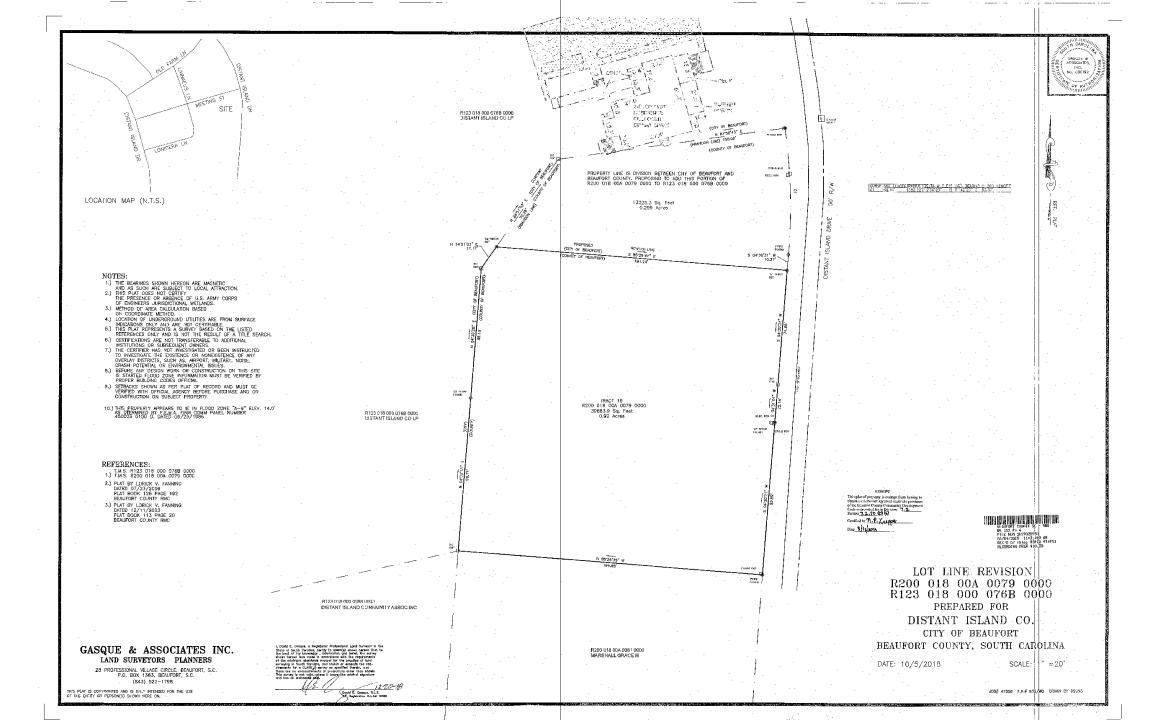
- The City of Beaufort will be able to provide all services upon annexation.
- The parcel would be subject to the adopted millage rate at the time of annexation, the adopted millage rate for FY 2020 is 75.77mils.
- The property will not need a new zoning designation due to still being part of the original Distant Island PUD (Planned Unit Development).
- The annexation went before the MPC on 10.21.19. The MPC voted unanimously in favor of the annexation.

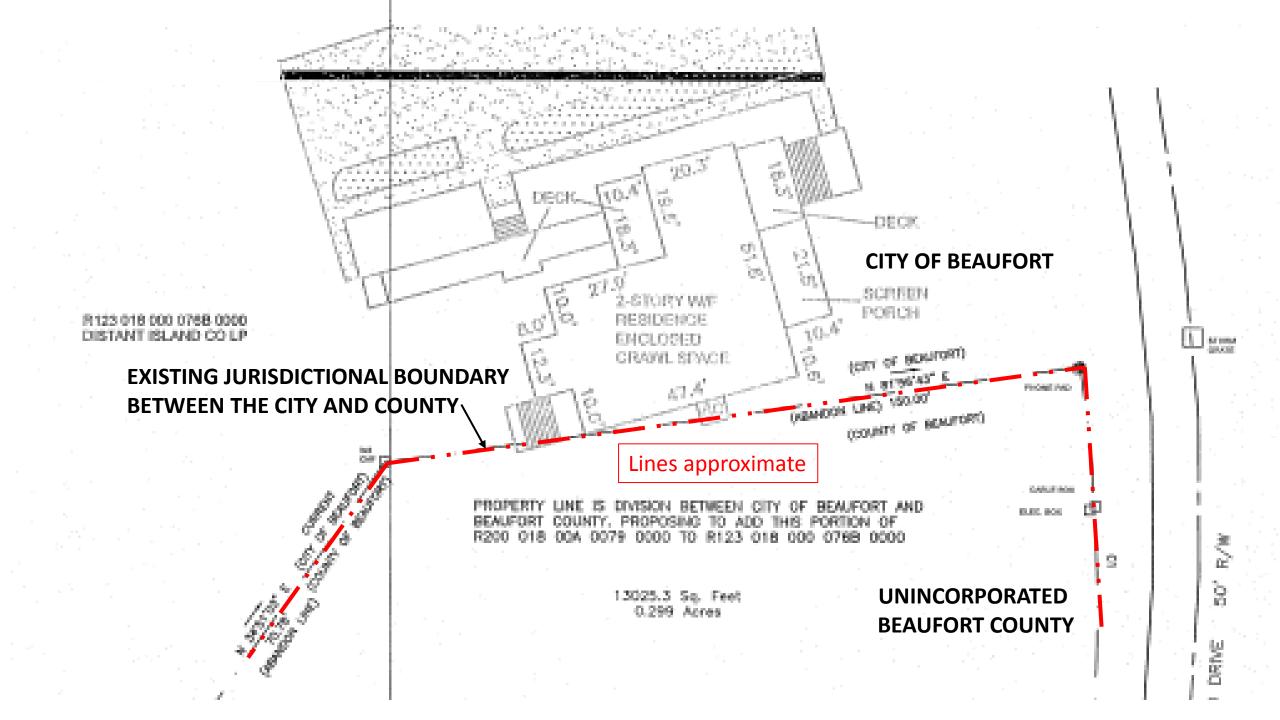
ATTACHMENTS:

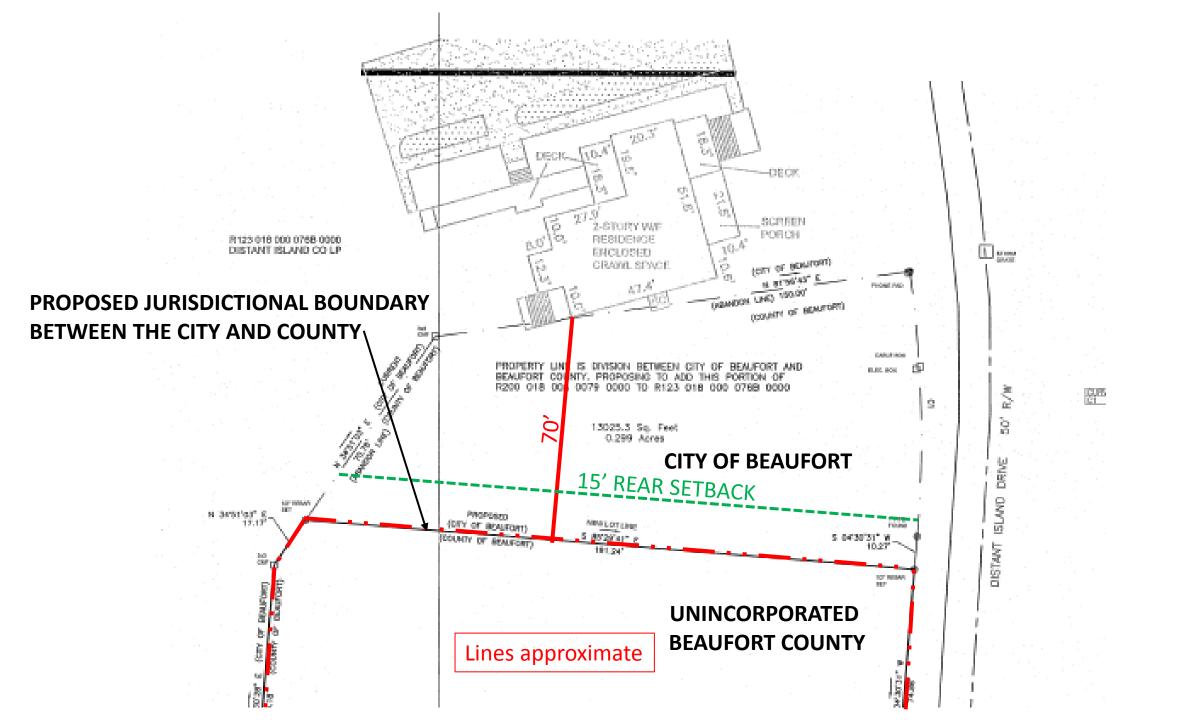
Description	Type	Upload Date
Annexation Maps	Exhibit	11/5/2019
Annexation Ordinance	Ordinance	11/6/2019

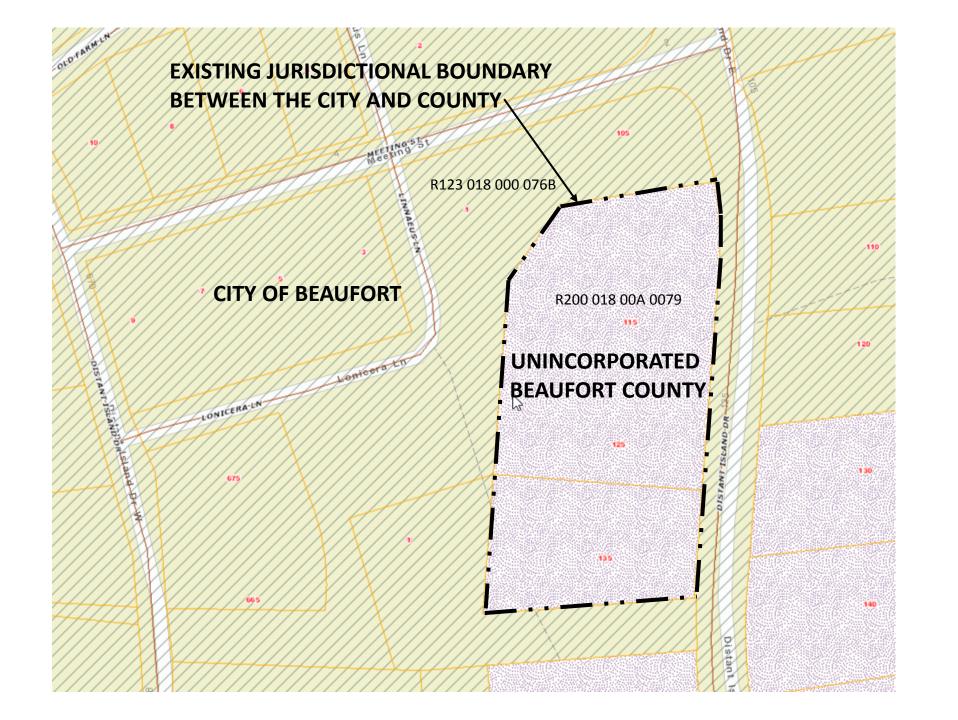


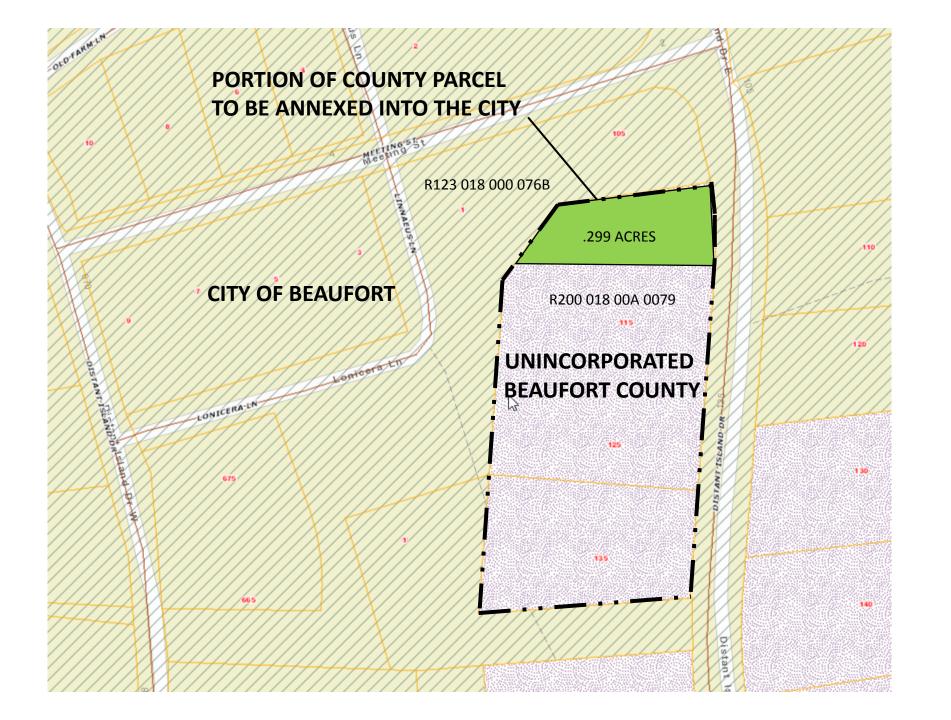


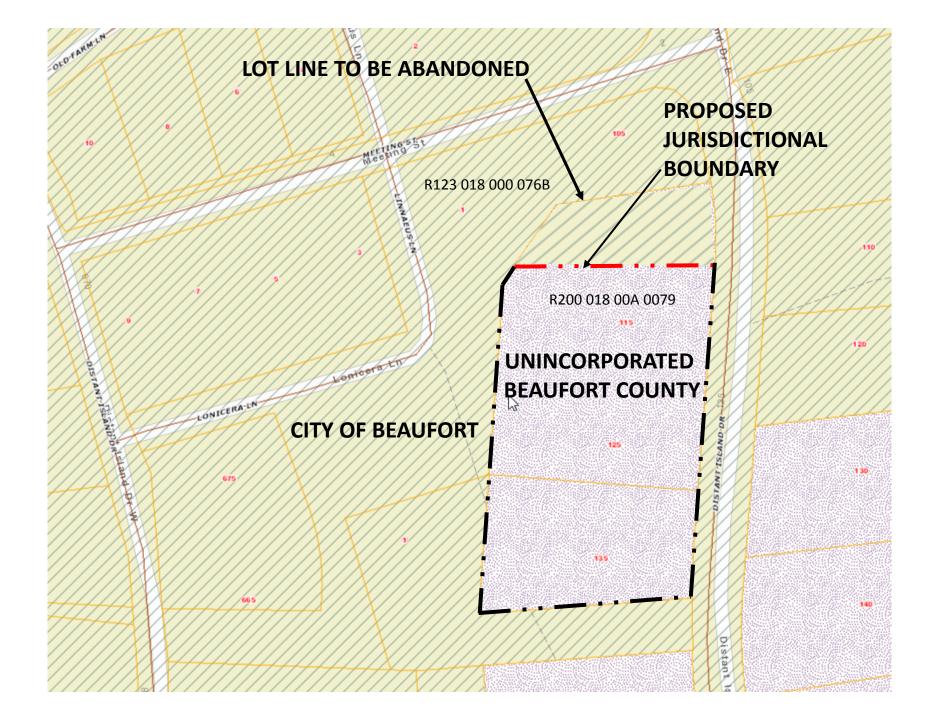












ORDINANCE

ANNEXING A PORTION OF PARCEL R200 018 00A 0079 0000 INTO THE CORPORATE LIMITS OF THE CITY OF BEAUFORT, SOUTH CAROLINA

WHEREAS, an annexation petition for a portion R200 018 00A 0079 0000 located in Beaufort County has been presented to the City Council; and

WHEREAS, a proposed lot line revision, as shown in Attachment A, would move the northern boundary (running N 81 degrees, 56 minutes, 43 seconds E) approximately 70 feet to the south, and, thereby, create a new northern boundary running S 85 degrees, 29 minutes, 41 seconds E; and

WHEREAS, the plat (attachment A) has been recorded at Plat Book 152 Page 4 in Beaufort County, but will not be published until the re-subdivision resides in a single jurisdiction, in this case the City of Beaufort, SC; and

WHEREAS, the re-subdivision affects parcels which are both currently zoned Distant Island PUD; and

WHEREAS, the properties are within the Northern Regional Plan growth boundary; and

WHEREAS, the properties are contiguous to the boundaries of the City of Beaufort, South Carolina; and

WHEREAS, the petition sets forth that this proposed annexation is requested pursuant to § 5-03-150 of the *Code of Laws of South Carolina, 1976*, as amended and contains the signatures of all freeholders of the property to be annexed; and

WHEREAS, the petition contains a description of the parcels of land to be annexed.

NOW, THEREFORE, BE IT ORDAINED by the City Council of the City of Beaufort, South Carolina, duly assembled and by authority of same, that the described area is annexed into the City of Beaufort, South Carolina:

The petitioning area to be annexed includes all that certain piece, parcels, or tracts of land, together with improvements thereon, situate, lying, and being in Beaufort County, South Carolina, as follows:

• Approximately 0.299 acres created by the lot line revision recorded with Beaufort County, SC Register of Deeds in Plat Book 152, Page 4 and shown in Attachment A.

This ordinance shall become effective immediately upon adoption.

(SEAL)	Attest:	
		IVETTE BURGESS, CITY CLERK
1st Reading		
2nd Reading & Add	option	
Reviewed by:	WWITHIN	WARNEN W CHEN ATTORNEY
	WILLIAM B.	HARVEY, III, CITY ATTORNEY

