

Walterboro City Council
Regular Meeting
August 11, 2015

MINUTES

A Regular Meeting of Walterboro City Council was held at City Hall on Tuesday, August 11, 2015 at 6:15 P.M., with Mayor Bill Young presiding.

PRESENT WERE: Mayor Bill Young, Council Members: Jimmy Syfrett, Paul Siegel, Tom Lohr, Bobby Bonds, James Broderick and Judy Bridge. City Manager Jeff Molinari, City Clerk Betty Hudson and City Attorney George Cone were also present. There were approximately 10 persons present in the audience.

There being a quorum present, Mayor Young called the meeting to order and welcomed everyone to the meeting. Council Member Syfrett gave the invocation and Council Member Lohr led the pledge of allegiance to our flag.

The Mayor then took a few minutes to address a concern from citizens on when the City would complete the Mt. Carmel intersection project. He stated that this item was put on the projects' list at LCOG in 2011, and it was scheduled to be completed in 2014. Of course it is now 2015, and it is still not completed. He reported that the City Manager had contacted SCDOT recently to ask about the status of this project. He then asked Mr. Molinari to explain his findings. City Manager Molinari explained that SCDOT only had one bidder to put in for this project. This was done back in April and they basically have to start the process all over again. It is my understanding that SCDOT has rebid the project and should have bids in by September. They have made some alterations to the project to get a more favorable response. Hopefully, we can get this thing moving. As the Mayor as indicated, it has been out there for quite some time, and it is a very dangerous intersection. Mayor Young then added, it is an important project to. I think the new bids are due on September 8.

The Mayor also announced that at the last meeting, he meant to congratulate Council Member Siegel on graduating from the Municipal Elected Officials Institute of Government this summer. He then congratulated Council Member Siegel. He said that everybody on Council now has graduated from the Municipal Association's Elected Officials Institute of Government.

PUBLIC INPUT ON AGENDA ITEMS:

There were no public comments or questions on agenda items.

APPROVAL OF MINUTES:

The Minutes of the July 28, 2015 Regular Meeting were approved as submitted on the motion of Council Member Bridge, seconded by Council Member Broderick with all members voting in favor.

OLD BUSINESS:

There was no Old Business before Council.

NEW BUSINESS:

1. Request to Hang a Banner for Life Insurance Awareness Month September 7-11, 2015

A motion was made by Council Member Broderick to approve the request to hang a banner for Life Insurance Awareness Month as submitted. Council Member Lohr seconded the motion that carried with all members voting in favor. None opposed.

MINUTES/Page II

2. Consideration of Requests by Walterboro Rotary Club for 3rd Annual Ireland Creek Bridge Run in October

Council was in receipt of a letter from Mr. Ben Barnett on behalf of the Walterboro Rotary Club regarding the 3rd Annual Ireland Creek Run on Thursday, October 8, 2015. This organization requested the following:

1. Close one side of Ireland Creek Road and Ivanhoe Road between Washington Street and Forest Hills Road from 5:00 - 7:00 P.M. on October 8th.
2. Reserve the picnic area on Ireland Creek October 8, 2015, 1-9 p.m. (tent and tables).
3. Allow for event directional signs to be placed where appropriate in the City. Signs will be 18" x 24".
4. Provide a police escort for runners/walkers Thursday, October 8, 2015.

A motion was made by Council Member Syfrett, seconded by Council Member Broderick, to approve the requests as submitted by the Walterboro Rotary Club. The motion passed with a vote of 6/0, with Council Member Bonds abstaining due to a potential conflict of interest, since he is a member of the Walterboro Rotary Club.

COMMITTEE REPORTS:

There were no Committee Reports given.

CITY MANAGER'S REPORT:

1. Presentation on "Brag a Little About Walterboro" Campaign, Michelle Strickland, Tourism Director

Ms. Strickland stated that as Tourism Director, it is her goal to get the word out about Walterboro. We do that every day with our advertising, billboards, on-line advertising in our social media.

She said, I would like to introduce a concept that really gets back to the basics and utilizes our greatest resource in Walterboro, which is our people. I would like to call it the "Brag" campaign. She further stated that everyone knows that word of mouth is the most fundamental method of advertising. I think that we could get our people really in touch with what it is that they love about living here, then maybe they can become ambassadors for our City and really help enhance our advertising and marketing efforts.

Ms. Strickland explained that she would like to designate one week in September, specifically September 19-26, to focus on marketing locally. During that week, we would like businesses and residents to display signs and wear stickers to "Brag a Little About Walterboro." These would be temporary signs, similar to political signs, but not as heavy duty, about 18"x 24" or possibly 12" x 18". She stated that she would like to purchase these signs out of her local promotional budget. This does not qualify for A-tax funding. She said, I think that this local outreach will be well worth the money.

To get this campaign going, Ms. Strickland informed Council that she would be distributing materials at local events like the Volunteer Fair and the Animal Shelter's Walk and Wag, and in cooperation with USC-Salk marketing classes and the Boy Scouts.

MINUTES/Page III

To promote this event, Ms. Strickland announced that she has arranged for some free public service announcements with PRTC. They will be shooting a video for us that we can use on their station, Channel 57, but also on social media and online. We will also advertise on the radio and with the local newspapers.

Council Member Broderick stated that this was a good idea.

Mayor Young added that sometimes we tend to focus on the negative, so this will get everybody focusing on the good things. Council Member Siegel agreed this is a good idea.

EXECUTIVE SESSION:

The Mayor then entertained a motion to enter into an Executive Session. Council Member Bonds So Moved and Council Member Broderick seconded the motion. All in favor. None opposed. Motion carried. The Mayor announced that the meeting will convene into an Executive Session for:

- 1) Potential Purchase of Property
- 2) Receipt of Legal Advice related to the Settlement of a Legal Claim.

The meeting then convened into an Executive Session.

At approximately 7:14 P.M., a motion was made by Council Member Siegel to exit Executive Session and return to Open Session. Council Member Lohr seconded the motion. All in favor. None opposed. Motion carried.

The meeting returned to Open Session, and a motion was made to ratify the contract for the purchase of the First Federal Building for \$425,000.00 by Mayor Bill Young, seconded by Council Member Lohr. All in favor, None opposed. Motion carried.

There being no further business to consider, a motion to adjourn the meeting was made by Council Member Lohr, seconded by Council Member Bridge and passed unanimously. The meeting adjourned at 7:15 P.M. Notice of this meeting was distributed to all local media and posted on the City's website and the City Hall bulletin board at least twenty-four hours prior to meeting time.

Respectfully,

Betty J. Hudson
City Clerk

APPROVED: August 25, 2015