



**WALTERBORO CITY COUNCIL
REGULAR MEETING
MARCH 5, 2024
CITY HALL
6:15 P.M.**

AGENDA

I. Call to Order:

1. Invocation
2. Pledge of Allegiance

II. Public Input on Agenda Items:

III. Presentations:

1. Kay Newsome – Newsome tract.

IV. Approval of Minutes:

1. Rescheduled Regular Meeting – November 14, 2023
2. Special Called Meeting – November 30, 2023
3. Regular Meeting – December 5, 2023
4. Regular Meeting – January 2, 2024
5. Rescheduled Regular Meeting – February 13, 2024

V. New Business:

1. **Ordinance # 2024-01**, AN ORDINANCE AUTHORIZING THE CITY OF WALTERBORO TO JOIN WITH THE WALTERBORO-COLLETON COUNTY AIRPORT COMMISSION AND COLLETON COUNTY IN CONVEYING 10.07 ACRES OF A PORTION OF REAL PROPERTY LOCATED AT THE COLLETON COUNTY RECREATION CENTER, IDENTIFIED BY TMS NUMBER 132-00-00-028 TO COLLETON COUNTY (Title Only - Introduction and First Reading).
2. A Proclamation to Designate April and May 2024 AS KEEP AMERICA BEAUTIFUL/GREAT AMERICAN CLEANUP MONTH (Proclamation attached).
3. Council Internal/External Committee Appointments.
4. Consideration of a request from Coastal Empire CMHC to tie green ribbons on East Washington Street, and for use of the City Waterfall for Mental Health Awareness Month Kick-off. May 1, 2024, 11:00 AM to 1:00 PM (Letter attached).
5. Consideration of a request to close Fishburne Street between Church Street and Wichman Street for a wedding at the Little Library, April 6, 2024, 4:00 PM to 6:30 PM (Letter attached).

6. Consideration of 2024 Rice Festival Requests for April 23-27, 2024, Scott Grooms, Chairman Colleton County Rice Festival (Letter attached).

VI. City Manager's Report:

1. Consideration of funding recommendations from the Accommodations Tax Advisory Committee (Memo attached).
2. Board and Commission Reappointments (Memo attached).
3. 2024 CDBG Prioritization (Memo attached).

VII. Executive Session:

1. Matters concerning the proposed location, expansion or provision of services encouraging location of industries or other businesses in the area served by the public body.
2. Personnel Matter: Main Street Manager/Tourism Director.

VIII. Open Session:

1. Council May Take Action on Items Discussed in Executive Session.

IX. Adjournment

Walterboro City Council
Rescheduled Regular Meeting

November 14, 2023

6:15 P.M.

Minutes

A Rescheduled Regular Meeting of Walterboro City Council was held at City Hall on Tuesday, November 14, 2023, at 6:15 P.M., with Mayor Bill Young presiding.

Present: Joined in the meeting were: Mayor Bill Young, Councilmembers: Greg Pryor, James Broderick, Paul Siegel, Judy Bridge, and Carl Brown. City Manager Jeff Molinari, Assistant City Manager Ryan McLeod, City Clerk Adrienne Nettles, Finance Director Amy Risher, Bond Counsel Gary Pope (Pope Flynn, LLC). Councilmember Ladson Fishburne was not in attendance.

Call to Order:

With the above – mentioned Councilmembers present, Mayor Young called the meeting to order, and invited everyone to join in as he gave the invocation. Councilmember Broderick led the Pledge of Allegiance to our flag.

Public Input on Agenda Items:

There was no public input on agenda items.

Public Hearing:

1. **Ordinance # 2023-11**, AN ORDINANCE OF THE CITY OF WALTERBORO, SOUTH CAROLINA IMPOSING WATER AND SEWER CAPACITY FEES, AUTHORIZING POLICIES ASSOCIATED THEREWITH, AND AMENDING THE CITY'S FISCAL YEAR 2023-2024 BUDGET FOR THE WATER AND SEWER SYSTEM; AND OTHER MATTERS RELATED THERETO (Second and Final Reading).

City Manager Jeff Molinari stated Mr. Mayor and members of City Council we have our Bond Counsel Gary Pope with us from Pope Flynn, LLC. He is going to brief Council on the ordinance.

Gary Pope stated Mr. Mayor and members of City Council before you today are the public hearing and second reading on the water and sewer capacity fee. These fees were explained to you by my colleague Lawrence Flynn. They are part of the equity funding, making certain the new development and capacity pays for what it needs to pay for.

Approval of Minutes:

Upon motion of Councilmember Bridge, seconded by Councilmember Broderick the following minutes were approved:

1. August 17, 2023 – Work Session
2. September 5, 2023 – Regular Meeting
3. October 3, 2023 – Regular Meeting

Old Business:

1. **Ordinance # 2023-13**, AN ORDINANCE OF THE CITY OF WALTERBORO, SOUTH CAROLINA IMPOSING WATER AND SEWER CAPACITY FEES, AUTHORIZING POLICIES ASSOCIATED THEREWITH, AND AMENDING THE CITY'S FISCAL YEAR 2023-2024 BUDGET FOR THE WATER AND SEWER SYSTEM; AND OTHER MATTERS RELATED THERETO (Second and Final Reading).

Motion: Councilmember Broderick; Seconded by Councilmember Pryor

Discussion: None

Carried: All ayes

New Business:

1. **Ordinance # 2023-14**, AN ORDINANCE AMENDING THE BUSINESS LICENSE ORDINANCE OF THE CITY OF WALTERBORO TO UPDATE THE CLASS SCHEDULE AS REQUIRED BY ACT 176 OF 2020 (Introduction and First Reading).

City Manager Jeff Molinari stated Mr. Mayor and members of City Council the Business License Standardization Act requires municipalities in odd numbered years to update their business license ordinance by December 31st. Based on the latest standardization recommendations from the Municipal Association of South Carolina we have made those changes. We request City Council's approval of amending the business license ordinance.

Motion: Councilmember Broderick; Seconded by Councilmeber Pryor

Discussion: None

Carried: All ayes

2. **Ordinance # 2023-15**, AN ORDINANCE TO AMEND CHAPTER 8 - BUSINESS AND BUSINESS REGULATIONS, ARTICLE III – SOLICITING; PEDDLERS, SOLICITORS, AND TRANSIENT MERCHANTS AS REQUIRED BY ACT 176 OF 2020 (Introduction and First Reading).

City Manager Jeff Molinari stated Mr. Mayor and members of City Council this ordinance before you is specifically a result of Ordinance # **2023-14**. Peddlers, solicitors, and transient merchants were removed from the NICS Codes. We need to place solicitors, peddlers, and transient merchants in a separate area in our code of ordinances.

Motion: Councilmeber Siegel; Seconded by Councilmeber Broderick

Discussion: None

Carried: All ayes

3. **Ordinance # 2023-16**, AN ORDINANCE OF THE CITY OF WALTERBORO, SOUTH CAROLINA, AMENDING THE COMPREHENSIVE FEE SCHEDULE FOR THE UTILITY SUPPORT DEPARTMENT (Introduction and First Reading).

City Manager Jeff Molinari stated Mr. Mayor and member of City Council the ordinance before you will codify and put in the Comprehensive Fee Schedule the capacity fee that you have just put in place. It will also put into place the water and sewer rate increases. We must put those increases into place to be able to

meet the debt service requirements for the wastewater treatment plant expansion project. We ask for Council's favorable consideration.

Motion: Councilmember Brown; Seconded by Councilmember Pryor

Discussion: None

Carried: All ayes

4. Ordinance # 2023-17, AN ORDINANCE AMENDING THAT CERTAIN AMENDED AND RESTATED BOND ORDINANCE ENTITLED "AN ORDINANCE PROVIDING FOR THE ISSUANCE AND SALE OF WATERWORKS AND SEWER SYSTEM REVENUE BONDS OF THE CITY OF WALTERBORO, SOUTH CAROLINA, AND OTHER MATTERS RELATING THERETO" ENACTED ON NOVEMBER 1, 2016; AND OTHER MATTERS RELATING THERETO (Introduction and First Reading).

City Manager Jeff Molinari stated Mr. Mayor and members of City Council our Bond Counsel Gary Pope is going to speak on Ordinance # **2023-17** and Ordinance # **2023-18**. With the line of credit that we are having to take out for the wastewater treatment project, there are several pieces and parts that had to line up with the master bond ordinance.

Gary Pope stated as you are aware you have an ordinance that sets the terms between all your current and future bond holders. To change that we must have an ordinance by City Council as well as consent of all outstanding bond holders. You have two bonds; one is owned by South Carolina State Revolving Loan Fund and the second is owned by Truist Bank. They have consented to the changes to your ordinance. Those changes include the ability to issue bonds as a revolving line of credit. It sets a maximum amount that could be used of \$40 million, and the maximum amount that could ever be outstanding at one time of around \$13 million. The reason we are doing this is because of a timing issue with the EDA grant. EDA will pay you as you submit your pay request for the work that has been done. It is a big grant, and you all are fortunate to have it. Due to the size of the city enterprise fund, there is no ability to go and borrow \$40 million and get reimbursement for it. We are working with Truist Bank and negotiating with them to set up a line of credit. We all have a good understanding with them as to the various terms and what we are trying to accomplish. They are on board with it, and we need to enact this ordinance to have an agreement.

Councilmember Broderick asked, how long does it usually take for us to get back the reimbursement from the EDA?

Amy Risher, Finance Director answered it will take anywhere from 30-45 days on each reimbursement request.

Councilmember Broderick asked, "Is the one time max we can have 13 million dollars?"

Gary Pope answered, yes that is right. The idea is that you can draw down and pay it off as the reimbursement comes in. You can do that up to 40 million dollars maximum credit amount.

Councilmember Bridge asked do we have the reassurance from EDA that we have this money?

City Manager Jeff Molinar stated we received two different grants for this project. In April of 2020 we were awarded \$15.6 million. In May of this year, we were awarded an additional \$9.9 million because of the cost of the project. Everything that I understand with EDA is ironclad and not subject to any changes.

Motion: Councilmember Broderick; Seconded by Councilmember Brown

Discussion: None

Carried: All ayes

5. **Ordinance # 2023-18**, A SERIES ORDINANCE PROVIDING FOR THE ISSUANCE AND SALE OF WATERWORKS AND SEWER SYSTEM IMPROVEMENT REVENUE BONDS OF THE CITY OF WALTERBORO, SOUTH CAROLINA IN THE AGGREGATE PRINCIPAL AMOUNT OF NOT EXCEEDING THIRTEEN MILLION FIVE HUNDRED DOLLARD (\$13,500,000); OR THE MAXIMUM CREDIT AMOUNT, AS APPLICABLE; AND OTHER MATTERS RELATING THERETO (Introduction and First Reading).

Gary Pope stated this is a series ordinance that under the amended bond ordinance would allow for you to issue the amount of the \$13,500,000 up to the maximum of about \$40,000,000, to provide for the payment of the EDA Grant on the reimbursement bases. This ordinance is in accordance with the master one. It has been reviewed by Truist Bank and this is the ordinance that authorizes borrowing.

Motion: Councilmember Brown; Seconded by Councilmember Pryor

Discussion: None

Carried: All ayes

6. **Resolution # 2023-R-05**, A RESOLUTION TO CERTIFY THE RESULTS OF THE NOVEMBER 7, 2023, MUNICIPAL GENERAL ELECTION.

Motion: Councilmember Broderick; Seconded by Councilmember Pryor

Discussion: None

Carried: All ayes

7. A Proclamation to declare November 16, 2023, as World Pancreatic Cancer Day.

Motion: Councilmember Bridge; Seconded by Councilmember Broderick

Discussion: None

Carried: All ayes

8. Consideration of a parade request from Herman Bright – Martin Luther King, Jr. Parade, January 14, 2024, at 2:30 PM.

Motion: Councilmember Siegel; Seconded by Councilmember Bridge

Discussion: None

Carried: All ayes

9. Consideration of a request from the Pharaohs of the Lowcountry Eastern Truck Division to use the former Ford property at 114 North Walter Street to hold a car show and Christmas Toy Drive, Saturday December 9, 2023, 12:00 – 3:00 PM.

This request was withdrawn.

10. Consideration of a request to close streets for the Annual Christmas Parade to be held on Sunday, December 3, 2023, at 6:30 PM.

Motion: Councilmember Pryor; Seconded by Councilmember Bridge

Discussion: None

Carried: All ayes

11. Election of Councilmember James Broderick as Voting Delegate at the 2023 National League of Cities Summit.

Motion: Mayor Bill Young, Seconded by Councilmember Pryor

Discussion: None

Carries: All ayes

City Manager's Report:

1. Consideration of financing proposals – wastewater treatment plant expansion line of credit.

City Manager Jeff Molinari stated Mr. Mayor and members of City Council you have in your agenda packet a memo from our Finance Director Amy Risher. The city's financial advisor PFM solicited proposals for the wastewater treatment plant expansion line of credit. Our Bond Counsel Gary Pope described all that information in detail. As you can see South State Bank was a no bid, JP Morgan was a no bid, and Truist Commercial has given the City a term of 5 years with a rate of 4.95 % with our line of credit. The reason we are having to do that is because the money we are getting from EDA is a reimbursement grant. We will be paying multiply pay applications to the contractors before reimbursement is sent to EDA. We need to make sure we have enough capacity to be able to make those payments. This is why we are having to do the line of credit. In talking with our financial advisor and bond counsel we will probably be looking at a subsequent bond issue towards the end of the project.

Councilmember Siegel asked is this a floating rate?

City Manager Jeff stated it is a variable rate.

Councilmember Siegel asked if there any limits on how high it can increase?

City Manager Jeff stated there are no limits set. However, I will say it was difficult finding a lender who was willing to participate in the line of credit. It is an interesting project where our total city budget is a little over \$13 million and our Enterprise Budget is a little over 4 million dollars. This project is \$38 million. Trying to satisfy the different lending institutions and meet their criteria and demonstrate to them that we can pay the line of credit back was challenging. Fortunately, Truist stepped up and we were able to meet all their requirements.

Councilmember Brown asked how we will pay the interest rate?

Amy Risher stated it will come out of the revenues from the system.

Motion: Councilmember Broderick, Seconded by Councilmember Pryor

Discussion: None

Carried: All ayes

2. Consideration of funding recommendations from the Accommodations Tax Advisory Committee.

City Manager Jeff Molinari stated Mr. Mayor and members of City Council you have in your agenda packet a memo and supporting documentation from our Finance Director Amy Risher. The A-TAX Committee met on October 26, 2023, and reviewed three (3) applications. They are recommending the following from the Tourism Fund:

1. Community Innovation Request \$17,000. They are not recommending any funds towards that.
2. Palmetto Cycling Coalition – FestiVelo XXVI requested \$29,900. They were approved for \$21,000.
3. SC Artisans Center – Marketing and Promotions requested \$35,000. They were approved for \$10,000.

Should these requests be approved as submitted, the projected remaining balance for 2023-2024 will be approximately \$279,696. The remaining funds will be up for consideration at the next scheduled meeting in February 2024. Therefore, the A-TAX Committee respectfully requests City Council approval.

Councilmember Bridge asked, “have we funded FestiVelo before?”

City Manager Jeff said yes, we have. I will say the numbers are good in terms of the money they spend in the community.

Councilmember Siegel asked how many participants were there this year?

City Manager Jeff stated there were a few hundred cyclists.

Motion: Councilmember Pryor; Seconded by Councilmember Brown

Discussion: None

Carried: All ayes

3. Introduction of Karen Williams, Main Street Manager – Tourism Director

City Manager Jeff stated Mr. Mayor and members of City Council I am pleased to introduce Karen Williams. Karen is our new Main Street Manager – Tourism Director. Karen comes to us from the historic Charleston Market. She has also worked for the City of Charleston as the Event and Farmers Market Manager. Prior to that she was a Main Street Coordinator in the City of Howell, Michigan. We are excited to have Karen with us and we think she will do a great job.

A motion was made to go into Executive Session by Councilmember Brown, seconded by Councilmember Pryor. Mayor Young explained that City Council would be going into Executive Session to discuss the provision of water and sewer service to Northwest Walterboro, Personal Matter – Planning and Development Department.

Executive Session:

1. The provision of water and sewer service to Northwest Walterboro.
2. Personnel Matter: Planning and Development Department.

A motion to come out of Executive Session was made by Councilmember Pryor, seconded by Councilmember Broderick at 7:49 PM. All in favor motion carried.

There being no further business to consider, a motion to adjourn was made by Councilmember Brown, seconded by Councilmember Bridge, and passed unanimously. Mayor Young adjourned the meeting at 7:49

P.M. Notice of the meeting was distributed with the agenda packets, to all local media, posted on City Hall Bulletin board and posted on the City's website at least twenty-four hours prior to the meeting.

Respectfully,

Adrienne Nettles
City Clerk

Walterboro City Council
City Hall
Special Called Meeting
November 30, 2023

Minutes

A Special Called Meeting of Walterboro City Council was held at City Hall on Thursday November 30, 2023, at 4:30 PM with Mayor Bill Young presiding.

Present: Joined in the meeting were: Mayor Bill Young, Councilmembers: Paul Siegel, James Broderick, Carl Brown, Ladson Fishburne, and Greg Pryor. City Manager Jeff Molinari, Utilities Director Wayne Crosby, and City Attorney Brown McLeod. Councilmember Judy Bridge was not in attendance.

Call to Order:

With the above-mentioned Councilmembers present, Mayor Young called the meeting to order.

A motion was made to go into Executive Session by Councilmember Pryor, seconded by Councilmember Fishburne. Mayor Young explained that City Council would be going into Executive Session to discuss Receipt of Legal Advice – PFAS Settlement.

Executive Session:

1. Receipt of Legal Advice – PFAS Settlement

A motion to come out of Executive Session was made by Councilmember Brown, seconded by Councilmember Pryor, all in favor, motion carries.

A motion to authorize the City Attorney to opt the City of Walterboro out of 3M and Dupont class action lawsuits, was made by Mayor Bill Young, seconded by Councilmember Broderick.

There being no further business to consider, a motion to adjourn was made by Councilmember Broderick, seconded by Councilmember Pryor, and passed unanimously. Mayor Young adjourned the meeting at 4:54 P.M. Notice of the meeting was distributed with the agenda packets, to all local media, posted on the City Hall bulletin board and posted on the City's website at least twenty – four hours prior to the meeting.

Respectfully,

Adrienne Nettles
City Clerk

Walterboro City Council

Regular Meeting

City Hall

December 5, 2023

Minutes

A Regular Meeting of Walterboro City Council was held at City Hall on Tuesday, December 5, 2023, at 6:15 P.M., with Mayor Bill Young presiding.

Present: Joined in the meeting were: Mayor Bill Young. Councilmembers: Carl Brown, Judy Bridge, Paul Siegel, James Broderick, and Ladson Fishburne. City Manager Jeff Molinari, Assistant City Manager Ryan McLeod, City Clerk Adrienne Nettle, Finance Director Amy Risher, and Brenda Carroll (The Baird Audit Group, LLC). Councilmember Greg Pryor was not in attendance.

Call to Order:

With the above-mentioned Councilmembers present, Mayor Young called the meeting to order, and invited everyone to join in as he gave the invocation. Councilmember Siegel led the Pledge of Allegiance to our flag.

Public Input on Agenda Items:

There was no public input on agenda items.

Public Hearing:

1. **Ordinance # 2023-03**, AN ORDINANCE AUTHORIZING THE CITY OF WALTERBORO TO JOIN WITH THE WALTERBORO-COLLETON COUNTY AIRPORT COMMISSION AND COLLETON COUNTY IN CONVEYING 26.5 ACRES OF A PORTION OF REAL PROPERTY IDENTIFIED BY TMS # 132-00-00-018 TO FULLER PROPERTIES, LLC (Second and Final Reading).

City Manager Jeff Molinari stated Mr. Mayor and members of City Council this is an ordinance that City Council gave first reading back at our March meeting. This is a conveyance of 26.5 acres of property from the Airport Commission. As Council is aware the airport is jointly owned by the city and the county. The property will be conveyed to Fuller Properties. The reason for the delay of the second reading is we had to identify an easement on the property for location of a future sewer line. We have gotten that resolved and we are ready to do the second and final reading. It is my understanding the closing will be held in the next week or so.

2. **Ordinance # 2023-14**, AN ORDINANCE AMENDING THE BUSINESS LICENSE ORDINANCE OF THE CITY OF WALTERBORO TO UPDATE THE CLASS SCHEDULE AS REQUIRED BY ACT 176 OF 2020 (Second and Final Reading).

City Manager Jeff Molinari stated Mr. Mayor and members of City Council this is a requirement of ACT 176 that was passed back in 2020. We must update our business license ordinance every two (2) years in odd numbered years. We also need to update the Class Schedule per recommendations from the Municipal Association. That is what this Ordinance will achieve.

3. **Ordinance # 2023-15**, AN ORDINANCE TO AMEND CHAPTER 8 – BUSINESS AND BUSINESS REGULATIONS, ARTICLE III – SOLICITING; PEDDLERS, SOLICITORS, AND TRANSIENT MERCHANTS AS REQUIRED BY ACT 176 OF 2020 (Second and Final Reading).

City Manager Jeff Molinari stated Mr. Mayor and members of City Council one of the changes that was made in the update is solicitors, peddlers, and transient merchants were taken out of the NICS Codes. This is something that we will continue to regulate. As a result, we are having to move our regulations regarding peddlers, solicitors, and transient merchants to Chapter 8.

4. **Ordinance # 2023-16**, AN ORDINANCE OF THE CITY OF WALTERBORO, SOUTH CAROLINA, AMENDING THE COMPREHENSIVE FEE SCHEDULE FOR THE UTILITY SUPPORT DEPARTMENT (Second and Final Reading).

City Manager Jeff Molinari stated Mr. Mayor and members of City Council this will codify and put into effect the rate adjustment that we are having to make for both water and sewer to be able to fund the upgrade of the wastewater treatment plant. The Comprehensive Fee Schedule will also reflect the impact fees that City Council gave second and final reading back in October.

5. **Ordinance # 2023-17**, AN ORDINANCE AMENDING THAT CERTAIN AMENDED AND RESTATED BOND ORDINANCE ENTITLED “AN ORDINANCE PROVIDING FOR THE ISSUANCE AND SALE OF WATER WORKS AND SEWER SYSTEM REVENUE BONDS OF THE CITY OF WALTERBORO, SOUTH CAROLINA, AND OTHER MATTERS RELATING THERETO” ENACTED ON NOVEMBER 1, 2016; AND OTHER MATTERS RELATING THERETO (Second and Final Reading).

City Manager Jeff Molinari stated Mr. Mayor and members of City Council this is the grant anticipation note the City is having to take out to be able to fund the improvements at the wastewater treatment plant. The grant anticipation note is scheduled to have a pre-closing tomorrow morning here at City Hall. Essentially, what this will enable us to do is be able to make the payment withdrawal and be able to handle from a cash flow standpoint the reimbursement we will get from EDA. There is typically a gap from the time we submit for the reimbursement request from EDA. This is being done to ensure that we maintain a healthy cash position in the Enterprise Fund, and we can make all our obligations to the contractor.

6. **Ordinance # 2023-18**, A SERIES ORDINANCE PROVIDING FOR THE ISSUANCE AND SALE OF WATERWORKS AND SEWER SYSTEM IMPROVEMENT REVENUE BONDS OF THE CITY OF WALTERBORO, SOUTH CAROLINA IN THE AGGREGATE PRINCIPAL AMOUNT OF NOT EXCEEDING THIRTEEN MILLION FIVE HUNDRED THOUSAND DOLLARS (\$13,500,00); OR THE MAXIMUM CREDIT AMOUNT, AS APPLICABLE; AND OTHER MATTERS RELATING THERETO (Second and Final Reading).

Presentation:

1. 2022-2023 Comprehensive Annual Financial Report – The Baird Audit Group, LLC – Ms. Brenda Carroll
2022-2023 Annual Comprehensive Financial Report-The Baird Audit Group, LLC, was presented by Ms. Brenda Carroll. Ms. Carroll gave a detailed presentation of the FY 2022-2023. Ms. Carroll thanked Finance Director, Amy Risher and her staff for their hard work and assistance during the audit. Ms. Carroll indicated that it is a clean opinion, there are no material deficiencies, and the city is in a strong financial position.

Old Business:

1. **Ordinance # 2023-03**, AN ORDINANCE AUTHORIZING THE CITY OF WALTERBORO TO JOIN WITH THE WALTERBORO – COLLETON COUNTY AIRPORT COMMISSION AND COLLETON

COUNTY IN CONVEYING 26.5 ACRES OF A PORTION OF REAL PROPERTY IDENTIFIED BY TMS # 132-00-00-018 TO FULLER PROPERTIES, LLC (Second and Final Reading).

Motion: Councilmember Broderick; Seconded by Councilmember Brown

Discussion: None

Carried: All ayes

2. **Ordinance # 2023-14**, AN ORDINANCE AMENDING THE BUSINESS LICENSE ORDINANCE OF THE CITY OF WALTERBORO TO UPDATE THE CLASS SCHEDULE AS REQUIRED BY ACT 176 OF 2020 (Second and Final Reading).

Motion: Councilmember Brown; Seconded by Councilmember Bridge

Discussion: None

Carried: All ayes

3. **Ordinance # 2023-15**, AN ORDINANCE TO AMEND CHAPTER 8 – BUSINESS AND BUSINESS REGULATIONS, ARTICLE III – SOLICITING; PEDDLERS, SOLICITORS, AND TRANSIENT MERCHANTS AS REQUIRED BY ACT 176 OF 2020 (Second and Final Reading).

Motion: Councilmember Siegel; Seconded by Councilmember Fishburne

Discussion: None

Carried: All ayes

4. **Ordinance # 2023-16**, AN ORDINANCE OF THE CITY OF WALTERBORO, SOUTH CAROLINA, AMENDING THE COMPREHENSIVE FEE SCHEDULE FOR THE UTILITY SUPPORT DEPARTMENT (Second and Final Reading).

Motion: Councilmember Fishburne; Seconded by Councilmember Broderick

Discussion: None

Carried: All ayes

5. **Ordinance # 2023-17**, AN ORDINANCE AMENDING THAT CERTAIN AMENDED AND RESTATED BOND ORDINANCE ENTITLED “AN ORDINANCE PROVIDING FOR THE ISSUANCE AND SALE OF WATERWORKS, AND SEWER SYSTEM REVENUE BONDS OF THE CITY OF WALTERBORO, SOUTH CAROLINA, AND OTHER MATTERS RELATING THERETO” ENACTED ON NOVEMBER 1, 2016 AND OTHER MATTERS RELATING THERETO (Second and Final Reading)

Motion: Councilmember Bridger; Seconded by Councilmember Brown

Discussion: None

Carried: All ayes

6. **Ordinance # 2023-18**, A SERIES ORDINANCE PROVIDING FOR THE ISSUANCE AND SALE OF WATERWORKS AND SEWER SYSTEM IMPROVEMENT REVENUE BONDS OF THE CITY OF WALTERBORO, SOUTH CAROLINA IN THE AGGREGATE PRINCIPAL AMOUNT OF NOT EXCEEDING THIRTEEN MILLON FIVE HUNDRED THOUSAND DOLLARS (\$13,500,000); OR

THE MAXIMUM CREDIT AMOUNT, AS APPLICABLE; AND OTHER MATTERS RELATING THERETO (Second and Final Reading).

Motion: Councilmember Broderick; Seconded by Councilmember Fishburne

Discussion: None

Carried: All ayes

New Business:

1. A Proclamation to designate December 8, 2023, As Arbor Day in the City of Waltherboro.

Motion: Councilmember Brown; Seconded by Councilmember Bridge

Discussion: None

Carried: All ayes

2. Fiscal Year 2024-2025 Budget Calendar.

City Manager Jeff Molinari stated Mr. Mayor and members of City Council you have before you the proposed Fiscal Year 2024-2025 Budget Calendar. The calendar has been reviewed by the Budget Committee, there were no questions or concerns. This is the same calendar that we used for the current Fiscal Year and staff ask for Councils favorable consideration.

Motion: Councilmember Bridge; Seconded by Councilmember Fishburne

Discussion: None

Carried: All ayes

City Manager's Report:

City Manager Jeff Molinari stated there was nothing to report.

A motion was made to go into Executive Session by Councilmember Brown, seconded by Councilmember Fishburne. Mayor Young explained that City Council would be going into Executive Session to discuss Provision of water and sewer service to North Waltherboro, and Personnel Matter - Appointment to Keep Waltherboro Beautiful Board.

Executive Session:

1. Provision of water and sewer service to North Waltherboro.
2. Personnel matter – Appointment to Keep Waltherboro Beautiful Board.

A motion to come out of Executive Session was made by Councilmember Broderick, seconded by Councilmember Bridge, all in favor motion carried.

A motion to appoint Melissa Buckner to the Keep Waltherboro Beautiful Board was made by Councilmember Broderick, seconded by Councilmember Fishburne, all in favor motion carried.

There being no further business to consider, a motion to adjourn was made by Councilmember Bridge, seconded by Councilmember Brown. Mayor Young adjourned the meeting at 7:00 P.M. Notice of the meeting was distributed with the agenda packets, to all local media, posted on City Hall Bulletin board and posted on the City's website at least twenty-four hours prior to the meeting.

Respectfully,

Adrienne Nettles
City Clerk

Walterboro City Council

City Hall

January 2, 2024

Minutes

A Regular Meeting of Walterboro City Council was held at City Hall on Tuesday January 2, 2024, at 6:15 P.M., with Mayor Bill Young presiding.

Present: Joined in the meeting were: Mayor Bill Young, Councilmembers: Judy Bridge, Paul Siegel, James Broderick, Greg Pryor, and Ladson Fishburne. City Manager Jeff Molinari, Assistant City Manager Ryan McLeod, City Clerk Adrienne Nettles, and City Attorney Brown McLeod. Officers Ross Hantz, Lee Riley, Justin Pickney, Chief Wade Marvin, and Deputy Chief Kevin Martin. Councilmember Carl Brown was not in attendance.

Call to Order:

With the above – mentioned Councilmembers present, Mayor Young called the meeting to order and invited everyone to join in as he gave the invocation. Councilmember Bridge led the pledge of Allegiance to our flag.

Swearing in of Newly Elected Councilmembers:

City Attorney Brown McLeod sworn in the following newly elected Councilmembers: Judy Bridge, Paul Siegel, and Ladson Fishburne.

Public Input on Agenda Items:

There was no public input on agenda items.

New Business:

1. Consideration of rescheduling the February 6, 2024, Regular City Council Meeting.

City Manager Jeff Molinari stated Mr. Mayor and members of City Council, the Municipal Association of South Carolina Hometown Legislative Action Day is February 6, 2024. We will need to reschedule our Regular meeting to Tuesday, February 13, 2024.

Motion: Councilmember Pryor; Seconded by Councilmember Siegel

Discussion: None

Carried: All ayes

2. Consideration of a street closure request from Clarence Wiggins – “Unity in the City” MLK Rally, January 13, 2024, 10:00 AM – 12:00 PM.

Mr. Wiggins stated good evening and thank you for this opportunity. I am here as the logistics person for the NAACP. We are having a Martin Luther King, Jr. Rally “Unity in the County”. We are trying to bring the county together. We will have a guest speaker and we would like everyone to attend. My request is we would like to close off North Walter Street and Hampton Street. We are going to be on the grounds of the courthouse. We will also have a table set up for people to register to vote.

Councilmember Bridge asked does that include Washington Street?

Mr. Wiggins stated Hampton and Walter Street.

Mr. Wiggins also stated that we would like to use the parking lot of the old Ford building.

Mayor Young stated Hampton Street is a little more difficult to close off.

City Manager Jeff stated I think if I am not mistaken Mr. Wiggins, it is just the area of Walter Street between Hampton and Washington Street.

Mr. Wiggins stated yes, and Jefferies at the light.

Mayor Young stated it is my understanding that you want to go from Walter Street to Hampton Street not to close Jefferies?

Mr. Wiggins stated yes, we will not close Jefferies.

Mayor Young asked do you all have a plan for working this?

Chief Wade Marvin answered, I was thinking of closing off Walter Street and the parking area in front of the courthouse. If we closed off Hampton Street, we would have to get detour signs and we would have to get permission from SCDOT.

Mayor Young stated I do understand why you all want to close Hampton Street. It is hard to hear when traffic is going by.

Chief Wade Marvin stated if you need Hampton Street closed that would have to be approved by the State.

Councilmember Broderick asked will we be able to close off the other roads requested?

Chief Wade Marvin answered yes, we can.

Mayor Young asked Mr. Wiggins, can you all manage without us closing off Hampton Street?

Mr. Wiggins stated our only concern is that we will be out in the courtyard, and we do not want anyone to get hit.

Mayor Young stated we can close Walter Street.

City Attorney Brown McLeod stated we cannot make the decision about closing Hampton Street that has to be done by DOT.

Chief Wade Marvin stated we can block off the parking spaces in front of the courthouse. That would give a good buffer.

Mayor Young stated we can approve contingent upon a plan being worked out, since we would have to have approval from SCDOT about Hampton Street.

Mr. Wiggins stated if the parking spaces are blocked off in front of the courthouse there will be no traffic in that area.

Attorney Brown McLeod stated I think the parking is DOT as well.

Chief Wade Marvin stated I do not think DOT would have an issue with us blocking off the parking spaces.

Mayor Young stated we have no objections to people parking in the old Ford parking lot.

Motion: Councilmember Fishburne; Seconded by Councilmember Broderick

Discussion: None

Carried: All ayes

3. Notice of 2024 Annual Retreat, Location and Time.

City Manager Jeff Molinari stated Mr. Mayor and members of City Council we will have our Annual Retreat next Friday, January 12, 2024, at the Walterboro Wildlife Center beginning at 9:00 AM. No formal action will be taken on any items at the retreat. Any action will be brought back to a regular City Council meeting for Council's consideration.

City Manager's Report:

1. Recognition of police officers Ross Hantz, Justin Pinckney, and Lee Riley.

City Manager Jeff Molinari stated Mr. Mayor and members of City Council you have a letter from Chief Wade Marvin. On December 13, 2023, Sergeant Ross Hantz initiated a traffic stop and encountered the driver Mr. Lee Carter. After Sergeant Hantz returned to the vehicle, he found Mr. Carter unresponsive and experiencing a medical emergency. Sergeant Hantz immediately called an ambulance and Sergeant Riley removed him from the vehicle and laid him on the ground. Lance Corporal Justin Pinckney began life saving measures. Paramedics with Colleton County Fire Rescue and emergency staff at Colleton Medical Center credited the life saving measures taken by the Walterboro Police Department as one of the main reasons Mr. Carter is with us today. Police Chief Wade Marvin is going to give a formal recognition.

Chief Wade Marvin stated Mr. Mayor and members of City Council just to add to that, the paramedics caught me in the parking lot and said if the officers had not done exactly what they did Mr. Carter would not be alive today. These three gentlemen made a difference that day.

Mayor Young stated you all are truly heroes. I was telling Sergeant Hantz today that the man they saved, his son and my son grew up together and were best friends. I know the family well, so this was personal for me. You all did a great and we thank you all.

A motion was made to go into Executive Session by Councilmember Pryor, seconded by Councilmember Bridge. Mayor Young explained that City Council would be going into Executive Session to discuss matters concerning the proposed location, expansion or provision of services encouraging location of industries or other business in the area served by the public body.

Executive Session:

1. Discussion of matters concerning the proposed location, expansion or provision of services encouraging location of industries or other businesses in the area served by the public body.

A motion to come out of Executive Session was made by Councilmember Broderick, seconded by Councilmember Bridge, all in favor, motion carried.

There being no further business to consider, a motion to adjourn was made by Councilmember Broderick, seconded by Councilmember Bridge, and passed unanimously. Mayor Young adjourned the meeting at 7:23 P.M. Notice of the meeting was distributed with the agenda packets, to all local media, posted on City Hall bulletin board and posted on the City's Website at least twenty-four hours prior to meeting time.

Respectfully,

Adrienne Nettles
City Clerk

Walterboro City Council
Rescheduled Regular Meeting

City Hall

February 13, 2024

Minutes

A Rescheduled Regular Meeting of Walterboro City Council was held at City Hall on Tuesday, February 13, 2024, at 6:15 P.M., with Mayor Pro Tem Paul Siegel presiding.

Present: Joined in the meeting were: Mayor Pro Tem Paul Siegel. Councilmembers: Carl Brown, Judy Bridge, James Broderick, and Ladson Fishburne. City Manager Jeff Molinari, Assistant City Manager Ryan McLeod, City Clerk Adrienne Nettles, City Attorney Brown McLeod, Utilities Director Wayne Crosby, Kimberly Mullinax with Lowcountry Council of Governments, and Sue Keith with the Colleton County Legislative Delegation. Mayor Young and Councilmember Greg Pryor were not in attendance.

Call to Order:

With the above – mentioned Councilmembers present, Mayor Pro Tem Siegel called the meeting to order, and invited everyone to join in as he gave the invocation. Councilmember Bridge led the Pledge of Allegiance to our flag.

Public Hearing:

1. CDBG Needs Assessment Hearing – Kimberly Mullinax, Lowcountry Council of Governments.

Kimberly Mullinax with Lowcountry Council of Governments gave the annual CDGBG Needs Assessment Presentation. Ms. Mullinax went through each funding opportunity and gave a detailed explanation.

Presentation:

1. March 13, 2024, Colleton County Legislative Delegation Meeting Announcement – Sue Keith, Colleton County Legislative Delegation Office.

Ms. Keith stated good evening, Council, and citizens. The Legislative Delegation meeting will be held March 13, 2024, at 11 A.M. The main reason for this meeting is to fill some appointments for the Colleton County Board of Voter Registration. The following boards are up for election: Foster Care Review Board, Forestry Board, and a Trustee for the Technical College of the Lowcountry. If you are interested in applying for any of these positions, Jeff has my business card, and I will be glad to email you an application. I need to have all applications turned in by February 29, 2024.

New Business:

1. Nomination of Mayor Pro Tem.

Councilmember Broderick stated I nominate Councilmember Paul Siegel as Mayor Pro Tem. Seconded by Councilmember Bridge. All in favor, motion carries.

2. Council Internal/External Committee Appointments.

City Manager Jeff Molinari stated Mayor Pro Tem Siegel and members of Council, at the Council Retreat in January, Mayor Young asked City Council about our current external/internal committee appointments

and it seemed like everyone wanted to stay in the same place. Mayor Young will make those appointments formerly in March. If anyone has changed their mind, please contact Mayor Young.

3. Consideration of 2024 Juneteenth Festival and Parade June 14-15, 2024, Latosia Simmons, Chairman, Juneteenth Headquarters.

City Manager Jeff Molinari stated Mayor Pro Tem and members of Council you have in your agenda packet a parade request to celebrate Juneteenth on June 15, 2024. One thing I want to mention is we spoke with Ms. Simmons and recommended that the best route for the parade would be the downtown parade route. The request will be for the downtown parade route and the use of the city parking lot for a cookoff competition on Friday, June 14th starting at 5:00 P.M.

Motion: Councilmember Brown; Seconded by Councilmember Broderick

Discussion: None

Carried: All ayes

4. Consideration of a request from the Interdenominational Community Alliance to use the city parking lot for a fundraiser on Saturday, March 23, 2024, from 8:00 AM until 2:00 PM.

Councilmember Bridge asked if it was ok for them to change the date from March 16, 2024, to March 23, 2024.

City Manager Jeff Molinari stated yes, it is. I have already spoken with the church and there aren't any conflicts.

Motion: Councilmember Bridge, Seconded by Councilmember Brown

Discussion: None

Carried: None

City Manager's Report:

1. 2024 Goals and Objectives.

City Manager Jeff Molinari stated Mayor Pro Tem Siegel and members of Council, on January 13, 2024, City Council held its annual strategic planning retreat. I am going to run through the goals and objectives that were set for 2024.

Expand Water and Sewer:

- Identify existing sewer lines without recorded easements (ongoing).
- Complete permitting process and begin construction on Exit 57 Trunk Line by December 31, 2024.
- Identify funding sources to upgrade Exit 53 sewer by June 30, 2024.
- Develop expansion plan for northwest Walterboro water and sewer by December 31, 2024.

Improve Overall Appearance of City

- I-95 Business Loop Project Phase 3 – select engineer, begin design and engineering by April 1, 2024.
- Complete demolition of Ford dealership property by March 31, 2024; have a redevelopment plan completed by June 30, 2024; short-term beautification of nearby buildings by June 30, 2024.

- Apply for funding for middle school demolition by December 31, 2024.
- Finalize the timeline for the Ireland Creek project by June 30, 2024.
- Develop master plan for City Hall complex by September 30, 2024.
- Identify chronic litter violators (via committee) by December 31, 2024.

Growth Management

- Identify places for residential development to include workforce housing by June 30, 2024.
- Achieve donut hole annexation (Shannon Drive) through marketing city benefits, council member interaction and incentives by December 31, 2024.
- Increase traffic enforcement to reduce speeding by March 31, 2024.

Recreation/Tourism

- Complete design and begin construction (including burying utilities) of Water Tower Park by June 30, 2024.
- Complete construction on Phase 1 and begin design and engineering on Phase 2 of the boardwalk renovation project by September 30, 2024.
- Identify alternate site to be purchased for Southside Park and explore funding options by December 31, 2024.
- Gather information about adding a dog park by December 31, 2024.
- Install at least 2 EV charging stations by December 31, 2024.

Motion: Councilmember Broderick; Seconded by Councilmember Bridge

Discussion: None

Carried: All ayes

2. Consideration of bids for the demolition of two (2) buildings on the former Rizer Ford property and the Pinckney Park storage building.

City Manager Jeff Molinari stated Mayor Pro Tem Siegel and members of Council, on January 30, 2024, the city accepted bids for the demolition of two (2) buildings on the former Rizer Ford dealership site and the Pinckney Park storage building. City staff recommends awarding the contract to Wilma's Pump and Tank Co., Inc. (Greenville, SC) in the amount of \$173,000.00. Funding for the project will come from the American Rescue Plan Act (ARPA). City Staff asks for Council's favorable consideration of this request.

Councilmember Fishburne asked what kind of references did you get for this company?

City Manager Jeff Molinari stated we got six (6) references from six (6) projects that they have completed. We focused specifically on the projects that they did for local government entities.

Motion: Councilmember Brown; Seconded by Councilmember Broderick

Discussion: None

Carried: All ayes

3. Consideration of bids for tree removal for Phase 2 and 3 of the Walterboro Wildlife Sanctuary Boardwalk Replacement projects.

City Manager Jeff Molinari stated Mayor Pro Tem Siegel and Council members, our Parks Director Jonathan Burroughs solicited bids for tree removal and cleanup for the next phase of the boardwalk replacement project. The project will eliminate potentially hazardous trees and debris prior to the construction of future boardwalks, trails, and bridges in the Wildlife Sanctuary. We received three (3) bids. City staff recommends awarding the contract to H2O Mitigation (Camden, SC) in the amount of \$59,500.00. Funding for the project will come from the 2022 local hospitality/accommodations tax bond issue. City staff asks for Council's favorable consideration.

The reason why we are bringing this to Council right now is because we have a limited window that we can get this work done. There is an endangered species, the long-eared bat in the Wildlife Sanctuary. This work must be completed between February 15th and April 15th.

Motion: Councilmember Broderick; Seconded by Councilmember Bridge

Discussion: None

Carried: All ayes

A motion was made to go into Executive Session by Councilmember Broderick, seconded by Councilmember Brown. Mayor Pro Tem Siegel explained that City Council would be going into Executive Session to discuss Contractual Matter – I-95 Business Loop Project Phase 3 Design and Engineering, The provision of water and sewer service to Northwest Walterboro, and Personnel Matter – Appointment to Tree Protection Committee.

Executive Session:

1. Contractual Matter – I-95 Business Loop Project Phase 3 Design and Engineering.
2. The provision of water and sewer service to Northwest Walterboro.
3. Personnel Matter – Appointment to Tree Protection Committee.

A motion to come out of Executive Session was made by Councilmember Broderick, seconded by Councilmember Brown, all in favor, motion carried.

A motion to accept Joshua Bowers resignation from the Tree Protection Committee with regret and to appoint John Ulm to the Tree Protection Committee to serve the remainder of Joshua Bower's unexpired 2-year term was made by Councilmember Broderick, seconded by Mayor Pro Tem Paul Siegel, all in favor motion carried.

A motion to award a contract to The LandPlan Group South in the amount of \$520,200.00 for the survey, design, and engineering for Phase 3 of the I-95 Business Loop Project was made by Councilmember Broderick, seconded by Councilmember Brown, all in favor motion carried.

There being no further business to consider, a motion to adjourn was made by Councilmember Brown, seconded by Councilmember Fishburne, and passed unanimously. Mayor Pro Tem Siegel adjourned the meeting at 7:50 P.M. Notice of the meeting was distributed with the agenda packets, to all local media, posted on City Hall Bulletin board and posted on the City's website at least twenty-four hours prior to the meeting.

Respectfully,

Adrienne Nettles
City Clerk





ORDINANCE #2024-01

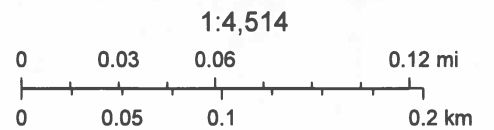
AN ORDINANCE AUTHORIZING THE CITY OF WALTERBORO TO JOIN WITH THE WALTERBORO – COLLETON COUNTY AIRPORT COMMISSION AND COLLETON COUNTY IN CONVEYING 10.07 ACRES OF A PORTION OF REAL PROPERTY, LOCATED AT THE COLLETON COUNTY RECREATION CENTER, IDENTIFIED BY T.M.S. NO. 132-00-00-028 TO COLLETON COUNTY. (TITLE ONLY)

TMS # 132-00-00-028



2/28/2024, 9:09:15 AM

-  Override 1
-  Parcel Boundaries
-  Address Points
-  Road Centerlines



Maxar



Keep Walterboro Beautiful Great American Cleanup 2024 Proclamation

WHEREAS, Keep America Beautiful is the nation's iconic community improvement nonprofit organization that envisions a country in which every community is a clean, green and beautiful place to live, and has established the Great American Cleanup as its signature national effort for involving American citizens in improving their community environment;

WHEREAS, Keep America Beautiful's Great American Cleanup is the nation's largest community improvement program, engaging more than 5 million volunteers and participants every year to create positive change and lasting impact in local communities;

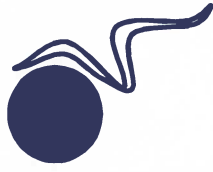
WHEREAS, the City of Walterboro of Colleton County seeks to protect its natural resources and bring people together to transform public spaces into beautiful places.

WHEREAS, the City of Waterboro recognizes its commitment to engage citizens, civic and government officials, and business leaders to work together to End Littering, Improve Recycling, and Beautify America's Communities;

WHEREAS, Keep Walterboro Beautiful, and the City of Walterboro are committed to elevate the importance of volunteerism and motivate everyone in our community to become stewards of the environment;

NOW, THEREFORE, I, Bill Young, Mayor do hereby proclaim these months of March, April and May (Keep America Beautiful/Great American Cleanup months) and call upon our citizens to join in activities that promote responsible environmental stewardship and help us renew our commitment to building a better world today and for future generations. I so declared on this 5th day March 2024.

Bill Young Mayor



Coastal Empire CMHC

February 26, 2024
Re: Agenda Request

Administration
1050 Ribaut Road
Beaufort, SC 29902
Phone: (843) 524-8899
Fax: (843) 524-8179
Angie B. Salley, M.A.
Executive Director

Beaufort County
1050 Ribaut Road
Beaufort, SC 29902
Clinic: (843) 524-3378
Fax: (843) 524-1879

Hilton Head
P.O. Box 23079
151 Dillon Road
Hilton Head, SC 29925
Clinic: (843) 681-4865
Fax: (843) 689-6267

Colleton County
P.O. Box 578
507 Forest Circle
Walterboro, SC 29488
Clinic: (843) 549-1551
Fax: (843) 549-5637

**Hampton/Allendale
County**
P.O. Box 1491
65 Forest Drive
Varnville, SC 29944
Clinic: (803) 943-2828
Fax: (803) 943-4568

Jasper County
P.O. Box 1016
1510 Grays Highway
Ridgeland, SC 29936
Clinic: (843) 726-8030
Fax: (843) 726-8207

- May 1, 2024 – May 24, 2024
Tie Green Ribbons on all the street post on E. Washington Street to promote Mental Health Awareness month.

May 1 Put up ribbons.
May 24 Remove ribbons.

- May 1, 2024
Mental Health Awareness Month Kick-Off Ribbon Tying Ceremony
The City Waterfall Park on East Washington Street

11:00 a.m. – 1:00 p.m. (set up at 10:00a.m.)

Welcome
Mental Health Mission Statement
Mental Health Services Available in Colleton County
Highway to Hope (RV service provided)
Proclamation
Tying of the final Green Ribbons at the waterfall

Andrea R. Miley, MA
Center Director

Melissa Hall
Administrative Specialist, II
Coastal Empire Community Mental Health Center
507 Forest Circle
Walterboro, SC 29488
843-549-1551

City of Walterboro
242 Hampton Street
Walterboro, SC 29488
Tel: (843) 782-1000
Fax: (843) 782-4747

Application for use of Public Park Facilities and Use Agreement

PLEASE READ ALL RULES AND REGULATIONS CAREFULLY PRIOR TO COMPLETING APPLICATION

1. Name of Applicant: Coast Empire Community Mental Health
2. Address: 507 Forest Circle; Walterboro SC 29488
3. Daytime Phone: 843-549-1551
4. Email address: melissa.hall@scdmh.org
5. Park or facility requested: The Waterfall Park on East Washington Street
6. Date of Use: 5/1/2024 Hours: 10:00 a.m. am/pm to 1:00 p.m. am/pm
7. Type of activity: Mental Health Awareness Month Kick-Off Ribbon Tying Ceremony
8. Estimated Attendance: 50

PARK FACILITIES USE RULES AND REGULATIONS

1. Authorized individuals or groups shall agree to comply with and accept all policies, rules and regulations pertaining to the use of City property. Any violation of said policies, rules and regulations shall be cause for permit revocation and immediate departure from facilities. Authorized individuals or groups shall be solely responsible for the conduct of members and/or participants(including individuals entering the area whether considered a member, affiliate or not) in any activity authorized to be held in any City park or facility and agree to limit admission to stated capacity of the area/facility; and for the use of all properties, equipment or other resources thereon; and shall agree to be responsible for any damages or mistreatment of any part of the facilities or equipment as indicated in the use agreement and to pay the cost of any repairs or replacement therefore.
2. When a park is reserved, only the area of use is closed for private use. All walkways, grass areas, etc. are open for public use. The City is not responsible for public use of the area before the event and shall have no duty to clean the property prior to the event.
3. Park facilities event must be completed cleaned and vacated by sundown.
4. No grills, no open flames and no cooking are permitted on City Park facilities.
5. No alcohol is permitted on City Park facilities.
6. No jump castles are permitted on City Park facilities.

The applicant hereby agrees to indemnify and hold harmless the City of Walterboro, its officers, agents, and employees against any and all claims, demands, costs, expenses and liability of every kind, nature and

updated 07/12/2021

description directly and indirectly arising from the use of the Park/Facility permitted under this application. I certify that I shall accept responsibility on behalf of my group/organization for any damages or theft sustained by the City (premises, furniture, or equipment) because of the occupancy of said premises by our group/organization.

I have read and agree to comply with the rules and regulations stated within this contract. I agree to be personally assessed for any cost of any special cleaning or damage to the facility, equipment, or grounds due to the event.

2/16/2024
DATE

Melissa Ann Hall
SIGNATURE OF APPLICANT

FOR OFFICIAL USE ONLY	
DATE RECEIVED: _____	
RECEIVED BY: _____	
APPLICATION GRANTED _____	APPLICATION DENIED _____

February 22, 2024

City of Walterboro
Mayor and City Council
P.O. Box 707
Walterboro, SC 29488

Attention: City officials

We would like to request Fishburne St. between Church St. and Wichman St. be closed Saturday April 6, 2024 from 4:00 pm to 6:30 pm for a wedding ceremony at the The Little Library.

Thank you for your consideration.

Regards,

A handwritten signature in black ink, appearing to read "Harper Downey". The signature is fluid and cursive, with the first name "Harper" being more prominent and the last name "Downey" following in a similar style.

Harper Downey

Colleton County Rice Festival
Committee
P.O. Box 1705
Walterboro, SC 29488

February 2, 2024
City of Walterboro
Mayor and City Council
P.O. Box 709
Walterboro, SC 29488

Attention: City Officials

The Rice Festival Committee is preparing for the 2024 Colleton County Rice Festival: A Celebration of History, Art and Community. We request that the following information be placed on the next City Council agenda.

The proposed activities for the 2024 Rice Festival will begin on April 23, 2024 with Taste of Walterboro and continue with the Rice Festival: starting with setup on Thursday, April 25th, and continuing through Friday, April 26th and Saturday, April 27th. This year's festival will include the Scholarship Beauty Pageant, Taste of Walterboro, Arts & Crafts and Sales Vendors, Food Court, Kids Carnival, Family Fun Zone, Main Stage Entertainment - including music and animal exhibit/show, Flippenout Trampoline Show, Perfection on Wheels BMX Show, Rice Run 5k, Parade, Soap Box Derby (proposed), Car Show, Dog Show, Cornhole Tournament, Golf Tournament, The Swingin' Medallions Concert and VIP event, The Mighty Kicks Concert, and the Firework Finale.

The Colleton County Rice Festival Committee requests the following:

1. General Permissions:

- a. The waiving of business license requirements for all sanctioned activities.
- b. Exclusive rights to control, in cooperation with City and County officials, events related to all Rice Festival activities.
- c. Use of golf cart(s) by Rice Festival Committee members during the event.

2. Parking Lot Closures:

- a. **City Parking Lot Closure:** Wednesday night, following the close of business, so the festival may start setting up Food Vendors on Thursday, April 25, 2024. The Rice Festival will collaborate with Bethel UM Preschool to ensure parents are able to drop off and pick up before allowing vendors to set up on their portion of

the parking lot. We request that the parking lot remain closed until Saturday, April 27 at 11:00pm.

- b. **Wildlife Center parking lot closure:** Saturday, April 27, 2024 from 7:00 am until 1:00 pm for the Rice Festival Car Show.

3. Street Closures:

a. Street Vendors:

- i. Hampton Street from Jefferies Boulevard to the Memorial Avenue intersection: Thursday, April 25, 2024, from 6:00 pm until Saturday, April 27, 2024 at 11:00 pm.
- ii. Walter Street, from Washington Street and Carn Street to Hampton Street, from Thursday, April 25, 2024, from 6:00 pm until Saturday, April 27, 2024 at 11:00 pm.
- iii. Lucas Street, from Washington and Carn Street to Hampton Street, from Thursday, April 25, 2024, from 6:00 pm until Saturday, April 27, 2024 at 11:00 pm.

b. Rice Run 5K

- i. Washington Street, from Jefferies Hwy to Ireland Creek Drive from 6:00 am to 9:30 am on Saturday, April 27, 2024. Walterboro Police Department will monitor traffic on Klein Street and Dowling Street from 7:45 am until Rice Run is completed (approx: 9:30 am). This is the same Rice Run Route we have used successfully for the last two years.

c. Parade

- i. Jefferies Hwy from Ivanhoe Road to Forest Hills Road and Forest Hills Road to Ireland Hill Drive (blocking all side streets along the route) from 10:00 am until 12:00 noon on Saturday April 27, 2024. The Parade will start at 11:00 am at Live Oak Cemetery and follow the same route as previous years..

d. Soap Box Derby

- i. Washington Street, from Jefferies Hwy to Ireland Creek Drive from 1:00 pm to 5:00 pm on Saturday, April 27, 2024. *Still in the planning phase - subject to change. Will collaborate with WPD moving forward.*

e. Fireworks

- i. Washington Street from Dowling Avenue to Ivanhoe Road. From Ivanhoe Road Intersection to Ivanhoe Cinemas Movie theater. Ireland Hills Drive from the corner of Ireland Hills Drive and Dowling Avenue to Washington Street. All close at 1:00 pm on Saturday, April 27, 2024. *Per safety restrictions by the State Fire Marshal.*

4. Facility Use:

- a. **City Hall Grounds:** The Rice Festival Committee will set up a tent in front of City Hall on Thursday, April 25, 2024 for use by the Rice Festival Committee as information and t-shirt sales tent.

- b. **Walterboro Wildlife Center:** Monday, April 22, 2024 through Sunday, April 28, 2024. We will be having the following events during the week at the Wildlife Center:
- i. Taste of Walterboro on Tuesday April 23, 2024.
 - ii. Swingin' Medallions Concert (paid event, 21+) and VIP event on Friday, April 26, 2024 from 6:30pm to 9:30pm.
 - iii. The Mighty Kicks Concert (free and open to the public) on Saturday, April 27, 2024 from 6:30pm to 9:30pm.

The 49th annual Colleton County Rice Festival features all proposed Rice Festival activities on our website: www.ricefestival.org.

Advertising, in the forms of print, digital, television, radio, and billboards will reach potential festival attendees, throughout South Carolina and surrounding states, to promote The City of Walterboro, Colleton County, and The Rice Festival.

The Rice Festival Committee is comprised of volunteers who work countless hours for 9 months out of the year to make the celebration comprehensive, enjoyable and safe for the entire family. With this in mind, we would like to present this letter to the City Council, to obtain the necessary waivers, permits, street closures etc. needed to make a successful weekend for the community.

As always, we look forward to the City's gracious and generous cooperation.

Regards,

Scott Grooms, Chairman
Colleton County Rice Festival

cc:

Mayor Bill Young
James Broderick
Judy Bridge
Carl Brown
Ladson Fishburne
Greg Pryor
Paul Seigel



Accommodations Tax Advisory Committee

To: Walterboro City Council

Cc: Jeffrey P. Molinari, City Manager

From: Accommodations Tax Advisory Committee

Date: February 23, 2024

Re: Approvals at the February 15, 2024 and February 22, 2024 meeting

At its regularly scheduled and special called meeting in February, the Accommodations Tax Advisory Committee approved the following requests:

<u>Requests for 65% Tourism Fund</u>	<u>Requested</u>	<u>Approved</u>
SC Artisans Center – 2024 Ag + Art Tour	\$ 3,315	\$ 3,000
SC Artisans Center – marketing partnership	\$18,000	\$ 6,000
Lowcountry & Resorts Island – marketing and promotions	\$21,200	\$21,200
Colleton Museum & Farmers Market – WHAM! Festival 2024	\$22,184	\$15,000
Hiram E Mann Chapter, Tuskegee Airmen, Inc – Budget Revision	\$12,273	\$ -0-

Should these requests be approved as submitted, the projected remaining balance for 2023-2024 will be approximately **\$259,496**. The remaining funds will be for consideration at the next scheduled meeting in June 2024. Therefore, the Accommodations Tax Advisory Committee respectfully requests City Council's approval on these items.



South Carolina Artisans Center
The Official Folk Art and Craft Center of South Carolina
Tax ID # 57-0983458
2-5-2024



I. BASIC INFORMATION

- A. Project Name:** 2024 AG + ART Tour
- B. Requested Amount:** \$3,315.00
(Each county participation cost plus additional marketing items)
- C. Total Project Cost:** \$60,000.00
(Total cost for 20 participating counties)
- D. Applicant Information:**
1. South Carolina Artisans Center #57-0983458
 2. David Smalls, Executive Director
 3. 318 Wichman Street
Walterboro, SC 29488
 4. 843-549-0011, no Fax
info@scartisanscenter.com

II. Narrative:

The South Carolina Ag + Art Tour is a free, self-guided tour of farms and markets featuring local artisans at every stop! During the tour visitors will have the opportunity to see first-hand where their food comes from, watch artists in action and purchase their artwork, enjoy the melodies of local musicians, and learn more about rural life. The tour is the largest free farm and art tour in the nation with over 85,000 visitors participating since 2012. The 2024 Ag + Art Tour will have 20 counties participating this year.

Colleton County will be part of this Tour in 2024; this will be our fourth year participating in this multi-county event.

A. General Project Description:

The Colleton County Ag and Art Tour will be held **May 18th & 19th 2024**. Colleton will be the only county hosting the tour in the Lowcountry during that weekend. We have 8 Ag sites that have agreed to participate.

The Colleton Museum/Farmers' Market, and the South Carolina Artisans Center will be stops in addition to the 8 Ag sites. We are planning to have our Artist Handmade Series on Saturday, May 18th from 10:00 am - 2:00 pm, a possible night time event on Saturday evening, and/or a mid-morning event on Sunday the 19th to encourage visitors to stay the night in Walterboro.

There are no attendance fees, but you can buy produce, value added products, food, beverages, and a fee for some activities.

Each farm will have artisans at their farm and the South Carolina Artisans Center will provide on-site artisans. The artisans will conduct demonstrations and sell their artwork.

Some of the major accomplishments of the Center include:

We have become a major **Tourist Destination off I-95**. Approximately 360,000 people have visited the Center over the past twenty four years. Over 95% of the Center's customers have traveled from outside of Colleton County and over 85% are visitors from another state. The majority of our customers have taken time from their traveling to stop in Walterboro, shop at the Center and enjoy our exhibits. They are also looking for other places in Walterboro to shop and dine. The City of Walterboro has made downtown a wonderful place to send our visitors.

We also welcome tour groups and partner with SC Lowcountry Tourism for tour groups and FAM tours to heighten the awareness of our Center. As with individual visitors, these groups are looking for additional local attractions, shops, and historical venues to visit. The Center always offers information about local places to visit, dine, shop, and spend the night. The South Carolina Artisans Center is the only **Tourist Attraction/Retail Venue** in the Walterboro area that is open for business 6 days a week.

B. & C. Benefit to Tourism and/or Community:

AGRICULTURE AND ART: TOGETHER

The South Carolina Ag + Art Tour is a free, self-guided tour of farms and farmers markets featuring local artisans at every stop. We currently have 10 stops including the Colleton Museum/Famers Market, and the South Carolina Artisans Center and 8 Ag sites.

2024 TOUR SCHEDULE

Saturdays: 10:00 AM - 4:00 PM

Sundays: 1:00 PM - 5:00 PM

There is no admission fee to take the tour; however, there will likely be a charge to purchase food, beverages and farmer's and artisan's products. Some activities may also have a cost.

The tour is free and self-guided. Visitors start anywhere and begin their weekend(s) of farm and art fun! Visitors sign in at their first stop each weekend, and they will be tracked and counted as they move from farm to farm.

The tour takes place rain or shine! Sites may close if there is a threat of severe weather as the safety of our visitors, farmers, and artisans is our #1 priority.

The South Carolina Ag + Art Tour is a grassroots driven program that is coordinated by volunteers across a diverse spectrum of organizations.

D. Tracking:

We will be tracking each visitor to each of the sites during the tour by utilizing sign-in sheets and tally counters to assist in this tracking process. The tour is the largest free farm and art tour in the nation with over 85,000 visitors participating since 2012.

We anticipate overnight stays due to events happening on Saturday and Sunday. Colleton will be the first tour county in the Lowcountry.

E. The duration of this project:

Saturday, May 18th & Sunday May 19th, 2024

III. BUDGET:

County Participation Cost Breakdown:

Social Media and Email Marketing	\$975
Graphic Design	\$225
Rack Card Printing	\$350
Vertical Banners	\$275
Tour Guide	\$600
Signage	<u>\$575</u>

Sub Total: \$3,000

Additional Marketing Items:

Directional Signs	\$210
Tour Site Signs	<u>\$105</u>

Sub Total: \$315

Total: \$3,315 - amount requested for ATAX funding

IV. Attached

V. N/A

VI. Attached



South Carolina Artisans Center
The Official Folk Art and Craft Center of South Carolina
February 5, 2024

I. Basic Information

A. Project Name: South Carolina Artisans Center - Marketing Partnership

B. Requested Amount: \$18,000

C. Total Project Cost: \$18,000

D. Applicant Information:

1. EIN# 57-0983458
2. David Smalls, Executive Director
3. 318 Wichman Street
Walterboro, SC 29488
4. 843-549-0011
info@scartisanscenter.com

II. Narrative

The South Carolina Artisans Center is the largest single tourist attraction located in Walterboro. The South Carolina Artisans Center was officially designated the "Official Folk Art and Craft Center of South Carolina" by the governor in 2000. The Center was originally conceived as a rural economic tourism development project. It was determined early in the planning stages that this Center should have an economic impact upon the entire state and the project's planners proceeded to make this happen. The Center now showcases the work of over 250 artists from 35 out of 46 counties across the state.

A. General Project Description:

We have discovered that we need to diversify our marketing and advertising outreach and do it in a comprehensive manner. We are interested in partnering with The Evening Post Publishing Newspaper Group to expand our marketing efforts around the state through their extensive media brands. We are requesting \$18,000 to fund this comprehensive plan which includes streaming, social media and print ads to promote the South Carolina Artisans Center. Our objectives are to drive awareness and visibility, engage and educate day trippers, and drive quality web site traffic to increase conversion to sales. We are interested in conducting this project from April - September 2024. We will target the state's regional and metro markets of the Lowcountry, Midlands, Pee Dee and Upstate.

B. & C. Benefit to Tourism and/or Community:

We have become a major Tourist Destination off I-95. Approximately 420,000 people have visited the Center over the past twenty nine (29) years. Over 95% of the Center's customers have traveled from outside of Colleton County and over 85% are visitors from another state. The majority of our customers have taken time from their traveling to stop in Walterboro, shop at the Center and enjoy our exhibits. They are also looking for other places in Walterboro to shop and dine. The City of Walterboro has made downtown a wonderful place to send our visitors.

The South Carolina Artisans Center is the only Tourist Attraction/Retail Venue in the Walterboro area that is open for business 6 days a week.

The South Carolina Artisans Center has consistently pursued all avenues of advertising and marketing including *Facebook and Instagram* pages and on our website www.southcarolinaartisanscenter.com.

D. Tracking:

This marketing and advertising campaign will utilize paid social media, Google ads, streaming ads, and print in the before mentioned regional markets. We will be provided monthly reports by the advertising agency to monitor the effectiveness of the campaign.

E. Duration of this project

This campaign will be conducted from April - December 2024.

III. Budget

Revenue		
ATAX	\$18,000	
Expenses		
Streaming		5,500
Google Ads		1,500
Social Media Ads		5,000
Print		6,000
Total	\$18,000	

IV. Required Attachments
(Attached)

V. Billboard Information

VI. Prior Recipients Only
(Attached)



South Carolina
**LOWCOUNTRY
AND RESORT ISLANDS**

TOURISM COMMISSION

City of Walterboro Accommodations Tax Funds
Application for FY 2023-2024

PROMOTION OF WALTERBORO AND THE LOWCOUNTRY

Amount requested from City of Walterboro ATAX funds: \$21,200

Total cost of project: \$881,455

**LOWCOUNTRY
& Resort Islands
TOURISM COMMISSION**

Federal ID# 57-0941807

Contact:
Peach Morrison,
Executive Director

Post Office Box 615
Yemassee, SC 29945

(843) 717-3090
Fax 717-2888

Email: peach@southcarolinalowcountry.com

February 1, 2024

ACCOMMODATION TAX FUNDS REQUEST APPLICATION

DATE: **2/01/2024**

I BASIC INFORMATION:

A. Project Name: **Promotion of the City of Walterboro and the Lowcountry**

B. Total Amount Requested: **\$21,200**

C. Total Cost of Project: **\$881,455**

D. Applicant Information

Organization: **Lowcountry & Resort Islands Tourism Commission**

Federal ID #: **57-0941807**

Contact Name: **Peach Morrison** Title: **Executive Director**

Address: **Post Office Box 615 Yemassee, South Carolina 29945**

Contact Phone: **(843) 717-3090** Fax: **(843) 717-2888**

Email: **peach@southcarolinalowcountry.com**

II PROJECT NARRATIVE:

A. General Description:

The Lowcountry Tourism Commission is one of eleven similar programs across the State designated by SC-PRT and created by the General Assembly. The Commission's primary mission is the stimulation of economic growth and the development of the area's tourism industry through regional tourism promotional activities. We have implemented an award-winning, professional tourism promotion program for Walterboro and the surrounding area for over 33 years. We support the City of Walterboro and her community by working cooperatively with the Tourism Director who serves on our Board of Commissioners. Past projects include the Fireball Rally, Familiarization Tours with the SC PRT Welcome Center Managers, Familiarization Tours with our Congressional Legislative Delegation, Travel Writers Familiarization Tours and hotel rooms for the Wounded Warrior Hunts. We also provided the city with photography and video footage at no cost to your tourism program.

B. Benefit to Tourism:

The Commission benefits tourism in Walterboro and the surrounding region through an integrated marketing campaign which includes our website, social media outlets, national & regional advertising, personal contact and international distribution of promotional literature which lists Walterboro hotels, restaurants, attractions, historic sites, etc. The Commission also serves as a local fulfillment agency - responding to requests generated by advertising placed by PRT and the Commission for travel & tourism information. The Lowcountry Visitors Center in the historic Frampton Plantation House is located just off on I-95 at Exit 33 (Point South). SC Department of Transportation reports that 11,100 vehicles per day travel Highway 17 North past our driveway. Seven days a week, we provide in person guidance and information to travelers and vacationers and encourage tourists to visit Walterboro and its attractions. Our website and social media outlets freely promote tourism businesses in the City twenty-four hours a day.

C. Benefit to Community:

Tourism continues to grow in the City of Walterboro. According to research by Future Partners, more tourists are looking for the "undiscovered" travel destinations, particularly with Generation Z travelers. Small cities, large open spaces and opportunities for outdoor recreation are increasingly important factors in determining potential vacation destinations. The City of Walterboro and the Lowcountry are very well positioned to appeal to these visitors. Our work has helped to bring this Community wider exposure and the attraction of more visitors needing accommodation and services - thereby creating more jobs, increased sales and revenues. Our guests We send visitors to Walterboro 7-days-per-week from our Visitors Center on I-95.

D. Tracking:

We study all available metrics when evaluating the effectiveness of our advertising campaigns. We track direct lead generation from our print advertising monthly. Our top performers in FY 2022/2023, ads placed through Compass Media, American Road Magazine, AAA Magazine and Living In South Carolina Magazine. We use monthly tracking to determine ROI helping us make decisions on how and where we should spend our advertising dollars.

To measure the effectiveness of our digital marketing, we will continue to monitor Google Analytics to track traffic sources to the website, unique visitors, pages viewed, average visit duration and bounce rates as metrics of success. In FY 2022/2023, our top paid performers are Google Display Ads, Facebook, Pinterest and Instagram (particularly through our campaigns with Compass Media). These are followed by the SCPRT website, SCPRT Facebook Campaign, the Local Palate, Living in SC Magazine and Style Blueprint. There are several unpaid performers such as Southern Living Magazine, SCATR and partner chambers and local attractions that are to be explored further with ways to augment consumer responses from those avenues. We have monthly performance analysis meetings with our team at Compass Media and we go through each ad placement so that we ensure maximum reach for our ROI. We also meet monthly with our website team at Advyon to ensure that critical links are maintained and fine-tuned and that the efforts they are making in Search Engine Optimization are in synch with the efforts of Compass Media.

To measure the effectiveness of our billboard campaign, we continue to ask our visitors who comment in our guest book to tell us if they saw our billboards and if the billboards enticed them to stop at the center. We will also study analytics provided by Facebook, Instagram, Pinterest and Twitter as well as the number of new subscribers to our Events newsletter.

From our most recent Conversion Study, Survey Monkey reported that the average spend of our study was \$1,022 (a bit higher than the PRT reported average spend of \$944). In calculating the information provided by those who returned the survey, we had an overall conversion rate of 55% through web leads which is now where a large majority of our requests come from). By using the number of Guidebooks and Attractions Brochures requested from our office in FY 22/23, we can conclude from the results of this study that our Commission produces a direct expenditure of \$24,603,679 from the trips taken by those who receive our Lowcountry Guidebook and Attractions Brochure:

43,771 Collateral Pieces X 55% visits to the SC Lowcountry = 24,074

24,074 visits X \$1,022 average spend during vacation = \$24,603,679

This figure is quite conservative because it does not include those visitors who do not request our guidebook but download our information from our website or through digital and social media outlets. That number can be highly subjective but is very powerful as our digital presence realized a 27% increase in digital touches without including our Pinterest and YouTube campaigns. There are several discussions in our tourism research community about how best to calculate conversion rates from website sessions and social media engagement, but no true generalization has been developed that I feel comfortable using. That is one of the reasons that we have earmarked at least \$50,000 of our budget to invest in an Affinity Assessment Study and a Conversion Study dedicated to the digital pipeline.

In FY 2022/2023, we were in direct contact with 56,571 guests and visitors who have requested our printed materials: 32,971 Guidebooks distributed + 10,800 Attractions Brochures distributed + 12,800 Guests at the Visitors Center. This is a 15.7% decrease in this number set from last year. The decrease was primarily seen in the bulk distribution of our Guidebook. Last year we shipped 28,143 copies of our guidebook to the Savannah Airport, Welcome Centers around the State and to several AAA Offices in the Northeast and Midwest. This past fiscal year we only shipped out 19,117 copies which is a 32% decrease. The Savannah Airport will no longer stock our Guidebooks due to the ad on the back cover featuring the Hilton Head Airport. Foot traffic was up slightly (2.2%).

Our online presence touched 637,198 digital viewers (at least once): 534,769 Web sessions (up 28.5% from the previous year) + 57,705 vetted and active Constant Contact email recipients (up 14.7% from the previous year) + 39,913 Facebook likes (up 26.1% from the previous year) + 1,603 Twitter followers (flat compared to the previous year) + 3,208 Instagram followers (up 15.8% from the previous year). This was an increase of 26.8% in this exact set of numbers. This does not include our followers on Pinterest or YouTube to keep the comparison in numbers true to the past formula. However, our Pinterest campaign reported

7.06k clicks to our website (up 14% over last year) and 36.74k Video views (up 262% over last year). We have monthly views of 91.6k and 1.7k followers. The top 6 metros are Atlanta, Miami/Ft Lauderdale, Orlando/Daytona, Tampa/St Pete, Charlotte, Washington, DC and Raleigh/Durham. 60% of our Pinterest followers are female and interestingly, almost half of our audience is in the age group is 25-44 (49.4%). We conducted a Pinterest campaign this year through Compass Media which yielded great results. We continue to promote our YouTube channel and have 205 subscribers, which is twice what we had last year. Our YouTube Action, Targeting and Retargeting campaigns have produced double digit increase in clicks, views and engagement.

$56,571 + 637,198 = 693,769$. This is 21.8% higher than the total "attendance" from last year, measured the exact same way, and is predominately due to our combined campaigns with Compass Media and our organic search results in our online presence. Our goal last year was to increase our overall audience by at least 10%. We more than doubled that goal. Our goal for this year will again be to realize another 10% increase by persisting in our efforts to optimize each of our platforms in the marketing mix to increase visitation, particularly through our website SEO and digital marketing during FY 2023/2024.

While some of our social media followers are in the four-county region, the vast majority of dollars spent on our marketing efforts are in placements far beyond the 50-mile radius. Therefore, we consider all these potential guests as "tourists".

We further promote our regional image through coordinated in-state programs, partnering with PRT, DNR and our sister SCATR organizations in other regions. Additionally, we strive to dovetail our marketing plan with both PRT and our local visitors bureaus and chamber partners. A synergistic flow is created when we work together to garner increased media editorial in targeted market cities where we also advertise, and frequently mail our visitors guidebooks to fulfill inquiries.

We understand who our visitors are, where they come from, how they get here, when they visit, what they are interested in seeing and doing, and the type of information they expect to receive to plan their vacation or business travel. Over the past 29 years, we have refined what we do, how we reach our target audience and the services we provide to our guests.

E. Duration of Project: Starting Date July 1, 2023 Completion June 30, 2024

F. Permits Required: (if any) **Does not apply.** The Commission is the only statutorily established regional tourism entity serving Beaufort, Colleton, Hampton and Jasper counties.

G. Additional Comments:

A portion of ATAX funds will be used to match 50/50 with Tourism Advertising Grant Funds (TAG) grants from PRT, thereby doubling the effectiveness of local accommodations tax funds used for advertising and promotion.

Funds granted by the City of Walterboro will be spent as follows:

National Magazine Advertising (6%)	\$ 4,000
Digital Marketing & SEO (6%)	\$ 15,550
Content Generation for Advertising (5%)	\$ 750
<u>Inquiry Postage (5%)</u>	<u>\$ 900</u>
	\$ 21,200

Please note: If our request is fully funded, for every \$1 Walterboro provides to this Project Budget, we match it with \$41.58 from other sources.

A Tax Funding Request Application

I. BASIC INFORMATION

- A. Project Name: WHAM! Festival 2024
- B. Amount Requested: \$ 22,184
- C. Total Cost of Project: \$ 49,284
- D. Applicant Information:
 - 1. Colleton Museum & Farmers Market Tax ID #
 - 2. Matt Mardell, Director Colleton Museum & Farmers Market
 - 3. 506 E. Washington Street
Walterboro, SC 29488
 - 4. 843-549-2303
 - 5. mmardell@colletoncounty.org

II. NARRATIVE

A. GENERAL DESCRIPTION

We are requesting a-tax funds for ads from several low country media outlets to include print, digital, billboard and postcards to advertise the WHAM! Festival to be held the week of May 3rd – May 11th 2024. In addition, we are also requesting some help with printing costs. All ads and print materials will include the Red Rocker Logo.

This will be the fourth year for the WHAM! Festival. It is a festival in which we celebrate Walterboro's History, Art, and Music. Many organizations take part in this Festival such as Colleton County Museum & Farmers Market, the City of Walterboro, the Colleton Civic Center, Colleton County School District, Colleton County Memorial Library, Colleton County Historical and Preservation Society, South Carolina Artisan Center, Colleton County Arts Council, many local businesses and local artists. The event is made possible through a grant from the South Carolina Arts Commission. We will have art work displayed around the City of Walterboro from local artists as well as others from across the state. An art competition will be held with three different categories and prizes will be awarded. The week will wrap up with a live concert from local artists to be held at the City of Walterboro's Wildlife Center's Amphitheatre. This year we will have in person events throughout the week at various locations throughout the City of Walterboro.

B. BENEFIT TO TOURISM

The Colleton County Museum & Farmers Market and the Walterboro Wildlife Center is a natural draw for the City of Walterboro and Colleton County as an area attraction. Both venues are used for events, programming, and meetings, many which draw out of town visitors. In the past, we have hosted groups such as the SC Humanities Council Festival, Festivelo, area farm meetings, the South Carolina Tourism Commission and the list goes on. The Colleton Museum is constantly providing rotating displays which attract out- of- area interest as we saw last year during WHAM! Festival when we had art from artists displayed in Market Hall and the Walterboro Wildlife Center. Each year we have seen an increase in hotel rooms being utilized by participants and vendors that come for the events. This past year, WHAM! Festival brought over 5,000 people to our art gallery spaces during the week- long event. These folks shopped in our local shops as well as ate meals in our City. Record sales for the week occurred at the Colleton Museum and Farmers Market, making it the second best sells week for the year.

C. BENEFIT TO THE COMMUNITY

Both venues serve as exciting hubs of local activity. Since its inception, the museum has exhibited a permanent history exhibit featuring the history of Colleton County and Walterboro as well as an exhibit featuring the Animals of the Ace Basin; collected hundreds of artifacts; offered rotating art shows; provided monthly programming and highlighted local art work. We have established a hands on environmental and historical educational programs and has worked with the school district to provide additional resources and learning opportunities. WHAM! Festival will provide an art gallery for students in Colleton County to not only display their work but also give them a chance to win awesome prizes. The art teachers with in the Colleton County School District have now adopted the WHAM! Festival to serve as their Arts Extravaganza in lieu of holding the event for one night only on their campus. This gives family and friends of local students a whole week to walk through the galleries to enjoy art and to be a tourist in their own town. Many said they did not even know our town had a museum. This festival has grown so much and so quickly over the past four years we are adding two new venues. The Colleton Civic Center will serve as an additional art gallery space as

well as serve as a backup stage in case of unfortunate weather for our outdoor concert finale night. The South Carolina Artisans Center is also trying to involve their current producing artists by opening a gallery next door to their facility to showcase new art produced just for WHAM! In addition to the art gallery spaces we have also added the new gymnasium at the Colleton County Recreational facility to host the 2024 Palmetto Brick Expo. This event brought close to 1,000 guest alone last year, many from well over 50 miles away. Through other art exhibits and events, the community will learn more about other cultures, lowcountry history, and different genres of music performed by homegrown artists.

D. TRACKING

Attached are tracking numbers for the Colleton Museum & Farmers Market as well as for the Walterboro Wildlife Center art galleries for the past year. We have also included the numbers from events during the week that were separate from the art galleries. Staff from both venues routinely touts local businesses and recommends local restaurants, shops, places of historical interest and the use of local hotels. This year we are developing a digital sign in system for visitors to our galleries. This will allow us to be able to market to these visitors quicker than ever before. We will gather their email addresses and physical addresses to we can contact them both ways to let them know of future events. We had a big uptick in the amount of traffic from the Beaufort/Bluffton area as that was one of the areas we targeted with advertising.

E. DURATION OF THE PROJECT

May 3, 2024 – May 11, 2024

F. PERMITS

If any permits are required for any of our events either Karen Williams, Tourism Director for the City of Walterboro, or myself will be responsible for obtaining.

G. Additional Comments: None

III. BUDGET

Attached

WHAM! Budget 2024/Atax Request in Red

Art Screens			
Print Advertising	Charleston City Paper Columbia Free Times Hampton County Guardian Barnwell People Sentinel The Times and Democrat Connect Savannah or Savannah Tribune		10,000
Bill Boards	Addams		5000
E-marketing & Print Media	FB ads: 2000 Postcards: 500 Stickers: 300	300	2500
Postage		300	
Signage	Yard Signs: 500 Pin Point Signs: 1800	2300	
Art Screens	Displays to Go 4 panel with feet x 10		4300
Venue rentals	Civic Center Auditorium 1000 CC Art gallery 1000 Market Hall 1600 Rec Gym 1600 Wildlife Center 4200	9400	
Live Entertainment		6000	
Program Presenters		2500	
Motel Rooms for select artists		2000	
Promotional items		1800	
Prizes for artists		2500	
Website- annual fee			384
TOTALs		27,100	22,184

**City of Walterboro Accommodations Tax Funding Application
Request for Budget Revision**

Basic Information

- A. Project Name: The Face of Courage – reprint of Tuskegee Memorial brochure project
- B. Requested Amount: \$12,273.00 (same – no change)
- C. Total Project Cost: \$18,627.50 (revised)
- D. Application Information:
 - 1. Hiram E. Mann Chapter, Tuskegee Airmen, Inc. – Federal ID: 27-310833
 - 2. Kellye Whitaker - Contact person
 - 3. PO Box 1091 Walterboro, SC 29488
 - 4. 404-246-5740, kellye_whitaker@unc.edu

Rationale for Request to Revise Budget

Months after we received our award to upgrade and renovate the memorial park near the Tuskegee Monument at the Airport, the County decided to completely fund all the renovations we outlined and quoted in our proposal.

That said, we are requesting that the award we received be used to help renovate/upgrade instead our Chapter Headquarters located on Tuskegee Airmen Drive in the industrial area not far from the monument. The building sits on land that is the actual location of the barracks that once housed the original Tuskegee Airmen. Our Chapter has owned the property for quite some time and would like to expand its use to teach the history of the Tuskegee Airmen and showcase some of the many artifacts and other authentic items we have accumulated over the years. The building is currently used for hosting our many student mentoring groups, Chapter functions and other events. The facility houses many artifacts and authentic items which visitors and tourists can view with advance notice.

Several renovations/additions are needed to better equip the building and grounds to accommodate the growing tourist market that visit the nearby monument and other historical places in the City. Visible signage at the front entrance, outdoor sitting areas, upgrades/repair to the front entrance and ramp, etc. are needed and we are confident that if this funding is approved for these renovations, our Tuskegee Airmen Chapter Headquarters building would help boost local tourism.

Revised Budget

Full color brochures - reprint 2500 qty for Museum, local Visitor Center, and other Centers along I-95 and in Charleston	\$1200.00	
2 - 8 ft Commercial ADA Coated Metal Picnic Table; includes S&H	\$2401.10	
4 - 5ft Stella Charleston Style Metal Bench; S&H included	\$2851.40	
Install/secure 2 tables, 4 benches	\$600.00	
Repair Side Entrance Ramp and bring to code; replace bad wood and reinforce structure as needed; Materials and labor included	\$3200.00	
Replace front entrance steps with concrete landings and brick; bring to code; secure with appropriate railing (Quote 3875-2020.50=1854.50 balance to be paid by Chapter and/or via other donations – see below)	\$2020.50	
Total Amount Requested from A-Tax (No change)		\$12,273
Replace front entrance steps with concrete landings and brick; bring to code; secure with appropriate railing (Quote 3875-2020.50=1854.50 balance needed to complete project)	\$1854.50	
Signage – Wood and Brig Signage to be installed at front entrance (\$3500 materials + \$1000 install)	\$4500.00	
Additional Amount Needed to Complete Project		\$6354.50
Revised Total Cost of Project		\$18,627.50

City of Walterboro Accommodations Tax Funding Application
Original Proposal Submitted

I. Basic Information

- E. Project Name: The Face of Courage – reprint of Tuskegee Memorial brochure project
- F. Requested Amount: \$12,273
- G. Total Project Cost: \$16,123
- H. Application Information:
 - 5. Hiram E. Mann Chapter, Tuskegee Airmen, Inc. – Federal ID: 27-310833
 - 6. Kellye Whitaker - Contact person
 - 7. PO Box 1091 Walterboro, SC 29488
 - 8. 404-246-5740, kellye_whitaker@unc.edu

II Narrative

The Tuskegee Airmen were the first African American military aviators in the United States Armed Forces and refers to all who were involved in the “Tuskegee Experience,” the Army Air Corps program that trained African Americans to fly and maintain combat aircraft and included pilots, navigators, bombardiers, maintenance and support staff, instructors, and all the personnel needed to keep the planes in the air.

The military selected Tuskegee Institute to train pilots because of its commitment to aeronautical training. Tuskegee had the facilities, and engineering and technical instructors, as well as a climate for year-round flying. The first Civilian Pilot Training Program students completed their instruction in May 1940. The Tuskegee program was then expanded and became the center for African American aviation during World War II. African American navigators, bombardiers, and gunnery crews received combat training at selected military bases elsewhere in the United States. Walterboro Army Airfield was one of those selected combat training facilities.

In 1997, the local community raised funds to erect a monument to honor the valiant Tuskegee Airmen. The bust prominently displayed in the monument is that of Lt. Col. Hiram E. Mann, a member of the 332nd Fighter Group, an elite squadron of African American airmen during World War II. Lt. Col. Mann and many other original Tuskegee Airmen received final combat training at the Walterboro Army Airfield, which at the time housed a military population upwards of 6000 as well as hundreds of German POWs.

In 1998, the Hiram E. Mann Chapter of the Tuskegee Airmen, Inc. was founded in Walterboro, SC as an education and community service organization dedicated to maintaining the traditions of the Tuskegee Airmen and preserving the legacy of the first generation of African American military aviators of the Second World War. The Chapter’s mission is to assist students in developing positive attitudes, character, and leadership skills. Its youth programs are centered on education and aviation and are designed to stimulate and inspire youth to improve their academic performance, character development, and citizenship.

The Chapter is active in the local community and hosts several groups visiting the Monument and Airport including but not limited to

- Tuskegee Airmen oral history and aviation displays
- Take Flight Aviation Camps
- Boy scout and Young Eagles Intro to Discovery Flight
- JR ROTC Flight Instruction
- Out of town tourist groups

Why this Project is Needed: Severe weather the past several years has taken a major toll on the Memorial Park that surrounds the Tuskegee Airmen monument. The Chapter and the Airport works hard to help keep the area clean and welcoming to tourists and other guests however the benches are in major disrepair and the informational kiosks need to be repaired and upgraded. Several tornados have also taken down several trees that have since been removed but the stumps and roots must be removed. Also, this past year a very unfortunate accident took place, and our beloved monument was knocked down and almost destroyed. The only thing that currently remains of the monument is Lt. Col. Mann’s bust. The Airport/City is arranging to replace the damaged part of

the monument but much more is needed to make the area surrounding the Tuskegee Memorial more welcoming to tourists and the community.

We would like to add a picnic area with several sturdy, heavy duty picnic tables – an ideal spot for tourists to rest and have lunch. Students and community groups could also use the seating area for the oral history tour, field trip classes and other educational purposes. Eventually a covered shelter could be added to provide increased protection from the elements.

The Chapter is currently raising funds to help cover the cost of landscaping and beautification. We are soliciting funds from the Accommodations Tax Board and other organizations to help cover cost of replacing the decaying wooden benches, repairing/upgrading the kiosks, adding a few picnic tables, and to print additional brochures. All these items would be a huge help in marketing and promoting the monument and memorial park to tourists and local/regional groups.

The Chapter is a 501(c)3, non-profit organization and currently serves Walterboro, Charleston, Beaufort, and nearby communities.

Tracking: There is a visitor sign-in sheet attached to one of the kiosks at the memorial. This gives us a snapshot of where our visitors are located. They have traveled from all over the United States mostly the east coast and from several countries abroad. The comments expressed by our visitors are all very favorable and all enjoyed learning about the experiences of the Tuskegee Airmen and its relationship to Walterboro. We estimate that over 2500 out of town visitors (300 kids and 2200 adults) visit the memorial each year. Additional highway signage, brochures and group tours will help spread the word and increase the number of visitors to the monument and the area.

Duration of Project: The printing of the brochure would start in March. Benches and picnic tables can be ordered in March and installed the same month. There is no official end date.

Special Permit Needed? No special permit will be needed for this grant request.

III. Budget

Full color brochures - reprint 2500 qty for Museum, local Visitor Center, and other Centers along I-95 and in Charleston	\$1200	
4 - 8 ft Commercial ADA Coated Metal Picnic Table; includes taxes and shipping	\$5023	
8 - 6 ft Coated Metal Outdoor Bench; includes taxes and shipping	\$4598	
Repair/Upgrade Informational Kiosks - damaged/weathered acrylic cases and decaying wood structure;	\$1452	
Total Amount Requested from A-Tax		\$12,273
Landscaping upgrades (\$1750 - shrubs, perennial plants, gravel, etc.; \$750 installation/delivery);	\$2500	
Cut and remove all stumps and visible roots of all fallen trees left from last hurricane);	\$1350	
Additional Amount Needed to Complete Project		\$3850
Total Cost of Project		\$16,123

IV. Required Attachments

- A. Letter from the Secretary of State (IRS letter recognized as a 501 (c) 3 entity)
- B. Financial Statement – January 2017 YTD (see attachment)
- C. List of Board Members (see attachment)

V. No request for billboard funding



MEMORANDUM

TO: Mayor and City Council
FROM: City Manager
DATE: February 27, 2024
RE: CDBG Prioritization

Pursuant to the goals and objectives adopted by City Council, I recommend the following CDBG priority needs for the next funding cycle.

1. Public Infrastructure and Facilities
 - Upgrades of water and sewer lines as needed.
 - Other projects as identified.
2. Community Enrichment
 - Demolition of properties that are attractive nuisances.
 - Adaptive reuse of existing structures.
 - Others as identified.
3. Special Projects as identified
 - Trail connector for Wildlife Center and Wildlife Sanctuary.
 - Other projects as identified.
4. Economic Development projects as identified.

If you have any questions, comments, or suggestions, please do not hesitate to call me, or come by City Hall at your convenience.

Sincerely,

Jeffrey P. Molinari
City Manager