

Telephone: 843-549-2545

Fax: 843-549-9795

Relay: 1-800-735-2905

# City of Walterboro

242 Hampton Street

Walterboro, South Carolina 29488

Mailing Address:

Post Office Box 709

Walterboro, South Carolina 29488-0008

Walterboro City Council  
Public Hearing and Regular Meeting  
February 28, 2012  
City Hall  
6:15 P.M.

## A G E N D A

**I. Call to Order:**

1. Invocation.
2. Pledge of Allegiance.

**II. Public Input on Agenda Items:**

**III. Presentation:**

1. Presentation - Projects Update - Jeffrey V. Lord, City Manager.

**IV. Approval of the Minutes:**

1. Minutes of the January 10, 2012 Regular Meeting (Minutes attached).
2. Minutes of the January 24, 2012 Public Hearing and Regular Meeting (Minutes attached).

**V. Old Business:**

**VI. New Business:**

1. **Ordinance # 2012-02**, An Ordinance to Annex Certain Property to the City of Walterboro, Tax Map # 163-01-00-066.000 (property located at 290 Country Lane, owned by Stephen Lyons and Rebecca Lyons), **First Reading** (Petition and Ordinance attached).
2. **Ordinance # 2012-03**, An Ordinance to Annex Certain Property to the City of Walterboro, Portion of Tax Map # 179-00-00-056 (property located between Chucklehill Road, Smith Street and Robertson Boulevard, owned by U.S. Land and Timber, President Barnwell Fishburne), **First Reading** (Petition and Ordinance attached).
3. **Ordinance # 2012-04**, An Ordinance to Amend the City Zoning Ordinance to Rezone Certain Property, Tax Map # 147-05-00-013, (property located on Mt. Carmel Road, owned by Eurakulon LLC/E.R. Carmichael Jr., **First Reading** (Ordinance attached).

4. **Ordinance # 2012-05** An Ordinance Establishing a Citizen of the Year Committee and Codifying the Accommodations Tax Advisory Committee, **First Reading** (Ordinance attached).
5. Funding Recommendations from the Accommodations Tax Advisory Board (Memorandum and materials attached).
6. Consideration of Proposal from Jayne Siegel Design, LCC to Provide Design Consultant Services for Council Chambers Update.
7. Request for Use of Downtown Plaza for Annual Memorial Day Ceremony on May 28, 2012, by Veterans Council (Letter attached).
8. Request for Street Closings and Use of Parking Lot for Annual Downtown Walterboro Criterium Pro Cycling Classic (Letter attached).
9. Request to Close Street for Cubmobile Race on March 10, 2012, by Connie Carlin, Cubmaster, (Letter attached).
10. Consideration to Restore the March 13<sup>th</sup> Regularly Scheduled City Council Meeting and Cancel the March 27<sup>th</sup> Meeting.

**VII. Committee Reports:**

**VIII. Executive Session:**

1. Personnel Matter - Boards and Commissions Appointments.
2. Discussion of negotiations incident to proposed contractual arrangements.

**X. ADJOURNMENT.**

DRAFT

Walterboro City Council  
Regular Meeting  
January 10, 2012

### **MINUTES**

A Regular Meeting of Walterboro City Council was held at City Hall on Tuesday, January 10, 2012 at 6:15 P.M., with Mayor Bill Young presiding.

**PRESENT WERE:** Mayor Bill Young, Council Members: Paul Siegel, Dwayne Buckner, Charles Lucas, Randy Peters, Tom Lohr and Bobby Bonds. City Manager Jeff Lord and City Attorney George Cone were also present. City Clerk Betty Hudson was absent. There were approximately 17 persons present in the audience.

There being a quorum present, Mayor Young called the meeting to order and called on Mr. Horace Simmons, a citizen, for the invocation and Council Member Bobby Bonds to led the pledge of allegiance to our flag.

### **PUBLIC INPUT ON AGENDA ITEMS:**

No public comments were received.

### **APPROVAL OF THE MINUTES:**

The Minutes of the November 22, 2011 were approved as submitted on the motion of Council Member Buckner, seconded by Council Member Lucas, and passed unanimously.

### **OLD BUSINESS:**

There was no Old Business before Council.

### **NEW BUSINESS:**

1. **Ordinance # 2012-01**, An Ordinance Authorizing the City of Walterboro to Convey a Forty Foot by Forty Foot Parcel of Land to RRW Construction, Inc., in Exchange for a Similar Sized Parcel of Land - **First Reading**

City Manager Lord explained that in 1977, the City acquired a 40 ft. x 40 ft. plot of land on Jackson Street, and this was to be used to install a pump station. That's been over 34 years, and we have a grant to upgrade that pump station. When our engineers started doing the survey work, they realized that the pump station was not on our plot of land. So, we just worked it out with the property owner to exchange the 40 ft. x 40 ft. plot with is plot that our pump station was installed on.

A motion was then made by Council Member Charles Lucas, seconded by Council Member Siegel, giving First Reading Approval to Ordinance # 2012-01, being an Ordinance Authorizing the City of Walterboro to Convey a Forty Foot by Forty Foot Parcel of Land to RRW Construction, Inc., in Exchange for a Similar Sized Parcel of Land.

In discussing the motion, Council Member Buckner asked for further clarification of this item. He asked if the pump station was built on the right piece of land? Mr. Lord responded that the pump station exists on land that we do not own. Council Member Buckner asked who owned the land that the pump station was built on. Mr. Lord responded that RRW Construction owns this land. We are just correcting that error.

**The motion then passed unanimously.**

**MINUTES/Page II**

2. **Resolution # 2012-R-01, A Resolution Authorizing the Mayor of the City of Walterboro, or his Designee, to Sign an Agreement with Coastal Electric Cooperative, Inc., for the Purpose of Construction of Infrastructure and/or Other Qualifying Projects within the I-95 (Exit 57) and S.C. Highway 64 Water Project and Other Qualifying Projects Owned by the City**

A motion was made by Council Member Peters, seconded by Council Member Siegel to adopt Resolution # 2012-R-12 as submitted. In discussing the motion, Council Member Buckner asked, what exactly did we do with the money last year that came from this same resolution that we approved last year for Coastal Electric? City Manager Lord explained that the resolution last year was for a water line looping project on Exit 53, which ran from Acorn Drive through to Sniders Highway. This resolution tonight is on Exit 57, and this is a similar type looping project, so we can better serve that area for development.

Council Member Bonds then asked the City Manager for further clarification on this resolution. Mr. Lord explained that:

1) Coastal Electric Cooperative, under the state codes, have to give money for infrastructure projects that benefit commercial or industrial development. If they don't give the money, it means they may have to pay taxes on it. So, they give the money. So, we just apply every year to be able to do infrastructure projects. It's got to be used for water/sewer type projects to further commercial and industrial development. For the past several years, we have applied and gotten the grant.

Council Member Bonds asked how much money will the City get? Mr. Lord stated, this amount is \$142,375, and there is no match. Mr. Bonds then asked how this money would be applied? Mr. Lord responded that this is for a water line from a water tower which is on Hiers Corner Road. That water tower serves that entire area. The water line will come from that water tower, down Hiers Corner Road, towards Bells Highway, under the under pass and it will go to in front of what used to be Coastal Lumber. By doing that, it will provide a loop, so that we can provide better water flow in that area. It will also provide better water on that side of the road for future development.

**The motion then passed unanimously, with all members voting in favor. A copy of said resolution is attached as part of these minutes.**

3. **Recommendation to Purchase Yard Trash Collection Dump Truck for Public Works Department**

Council reviewed the following bids to purchase a new yard trash collection dump truck for Public Works Department.

Nu-Life Environmental	\$76,535.00 (20' Dump body mounted on 2012 Ford F-750
Dick Smith Ford	\$73,484.00 (18' Dump body mounted on 2012 Ford F-750
Amick Equipment Co.	\$70,457.00 (18' Dump body mounted on 2012 Ford F-750

In discussing this item, Public Works Director Charlie Chewning pointed out that the budget amount for this truck was \$69,043. He recommended the acceptance of the low bid of Amick Equipment Co. at \$70,457.00 for an 18' dump body mounted on 2012 Ford F-750.

## DRAFT

Walterboro City Council  
Regular Meeting  
January 10, 2012

### **MINUTES/Page III**

A motion was made by Council Member Lucas, seconded by Council Member Peters to approve the recommendation to award the bid to the low bidder, Amick Equipment Company at \$70,457.00. In discussing the motion, Mr. Buckner said he wanted to make sure that he was clear on the type of trash truck that is being purchased. He asked if this was the type truck used to pick up leaves with the tink claw. Mr. Chewning responded that this was correct. This is a yard trash collection type truck. It also has a dump body on it. Council Member Peters asked if any of the companies that placed a bid was a local company? Mr. Chewning responded that we do not have any local companies that build that size truck.

**The motion then passed with all members voting in favor.**

4. **Request to Use City Parking Lot for Barbeque Cook Off, March 17, 2012, by North Walterboro Baptist Church**

A motion to approve this request as submitted was made by Council Member Peters, seconded by Council Member Buckner, and passed with all members voting in favor.

5. **Request for Street Closing for Martin Luther King Jr. Day Parade on January 15, 2012**

A motion was made by Council Member Lucas to approve the street closing parade permit request as submitted for the Martin Luther King, Jr. Day Parade on January 15, 2012. Council Member Buckner seconded the motion that passed unanimously.

6. **Consideration of Cancelling or Rescheduling the February 14, 2012 and the March 13, 2012 City Council Meetings**

Mayor Young announced that the February 14 meeting coincides with the Municipal Association's Winter Meeting and some training available to Council. The March 13 meeting coincides with the National Congress of Cities Meeting in Washington, DC and also this is the day that we normally visit Capitol Hill. The Mayor also pointed out that we might have some new Council Members who might be completing training. When asked by Council Member Peters, how many Council Members would be attending the NLC Meeting in Washington, DC, it was noted that Mayor Young and Council Member Siegel planned to attend.

A motion was then made by Council Member Peters to cancel the February 14 and March 13, 2012 Regular City Council Meeting, but if Council has a need to reschedule, then a meeting would be called. Council Member Lucas seconded the motion. In discussing the motion, Council Member Buckner felt that Council should not cancel the meetings, but reschedule them. He said, I think we have some things facing the City that we might need to have our regular meetings, so he suggested that Council reschedule those meetings instead of cancelling.

The motion passed with a vote of 6/1 with Mayor Young, Siegel, Lucas, Peters, Lohr and Bonds voting in favor. Council Member Buckner opposed the motion.

### **COMMITTEE REPORTS:**

1. **Update on the Youth Advisory Commission - Council Member Tom Lohr**

DRAFT

Walterboro City Council  
Regular Meeting  
January 10, 2012

**MINUTES/Page IV**

Council Member Lohr gave a brief report on the Youth Advisory Commission. He stated that the library, recreation commission and a lot of other folks are doing the best they can to offer a lot of things in Walterboro for our children and adults. Details on these events were distributed in materials provided by Mr. Lohr.

Mr. Lohr told Council that County Council did a good job in taking over the recreation center as a department. What they are hoping for is to host some tournaments at the rec center. Of course, that has some economic effects of trying to get people in to our motels and also eating at our restaurants. Most of these events are two and three day events on the weekends.

Mr. Lohr also made complimentary comments about the work of the library. He said, if you haven't been there lately, it just absolutely amazes me what they have done there. They have Mr. Elliott Williams, who is the youth/adult librarian and they have Ms. Sheila Pierce who is the children's department librarian. I was very impressed when I got an update on the thing that they do. Mr. Lohr then brought attention to the list of events that are coming up at the library. There is something going on at the library each day of the week all the way through January for young adult programs.

He also commented about the library's children department on illustrated books. They have been doing this program now for about 7 years. Library personnel is also inviting City Council Members to their planned event on January 26<sup>th</sup>.

Mr. Lohr also commented on the events being planned at the new museum, which is now under the direction of Ms. Gary Brightwell, the events to be held by the Walterboro Tennis Association, and events planned by the Walterboro Soccer Association. He also mentioned the Red Cross Youth Services that was started at Colleton County High School.

In his report, Mr. Lohr also stated, we had some long term things such as hoping we could get a YMCA and a Boys Club. Of course, that's a big expense and that's fine for a long term thing. But what we decided was to do basically what I am doing now and that is to publicize and let people know that, in deed, there are lots of things going on for the youth in Walterboro and Colleton County.

Next, the Mayor announced that City Clerk Betty Hudson was absent due to illness.

A motion was made by Council Member Lucas to enter an Executive Session. Council Member Peters seconded the motion that passed unanimously. The Mayor announced that the meeting will enter an Executive Session for a discussion of negotiations incident to proposed contractual arrangements.

The meeting returned to Open Session and there being no further business to consider, a motion to adjourn was made by Council Member Peters, seconded by Council Member Lohr and passed unanimously. The Mayor adjourned the meeting at 7:58 P.M. Notice of this meeting was distributed to all local media and posted on the City Hall bulletin board at least twenty-four hours prior to meeting time.

Respectfully,

Betty J. Hudson  
City Clerk

# DRAFT

Walterboro City Council  
Public Hearing and Regular Meeting  
January 24, 2012

## **MINUTES**

A Public Hearing and Regular Meeting of Walterboro City Council was held at City Hall on Tuesday, January 24, 2012 at 6:15 P.M., with Mayor Bill Young presiding.

**PRESENT WERE:** Mayor Bill Young, Council Members: Paul Siegel, Dwayne Buckner, Charles Lucas, Randy Peters, Tom Lohr and Bobby Bonds. City Manager Jeff Lord, City Clerk Betty Hudson and City Attorney George Cone were also present. There were approximately 15 persons present in the audience.

There being a quorum present, Mayor Young called the meeting to order and led the Lord's Prayer. Council Member Tom Lohr led the pledge of allegiance to our flag.

Mayor Young then announced the City Council's Planning Retreat had been rescheduled to February 10-12, 2012 at the SCB&T Building in Walterboro.

### **PUBLIC INPUT ON AGENDA ITEMS:**

No public comments were received.

### **PUBLIC HEARING:**

The Mayor then opened a public hearing, duly advertised, to received public comments on two items:

- 1) CDBG Grant Application for North Lemacks Street Revitalization Project Phase II for Approximately \$500,000

Ms. Michelle Knight of Lowcountry Council of Governments was present to explain the project and to conduct the hearing. Ms. Knight reported that LCOG was getting ready to submit an application on behalf of the City for the Phase II construction for the North Lemacks Street Revitalization Project. She stated that this public hearing is being held in accordance with the citizen's participation plan. We are looking to submit an application for \$500,000 to be submitted by the end of this month to do the basic need items that were in the third scenario of the plans. Specifically, this will include roughly \$262,000 of water improvements, \$22,000 of draining improvements, acquisition of 3 properties to be able to establish a pedestrian trail, and \$83,000 for new sidewalks along Lemacks, parts of Gruber and Sweat Streets, and a pedestrian trail that will tie the park to Lemacks St., Grant Street and Gruber Street. It will also include widening for that trail, repair work on sidewalks at points at different sections of the target area.

Ms. Knight reported that there is a required match of 10% for this project, which is \$50,000, which the city plans to use partly for engineering and partly for sidewalk repair work. The sidewalk and trail portion of the project will benefit 1,075 people, of which 55.4% are low-to-moderate incomes. The water line improvements directly affect people along Bethea, Carver, Lewis, Grant and Colleton Loop North. This is a total of 110 people, of which 82% are identified as low-to-moderate income.

The Mayor then opened the floor to received questions or comments.

There were no comments from the public. When asked for questions from City Council, Council Member Buckner asked Ms. Knight where would the new sidewalks be put in? He pointed out that on Lemacks Street, there are sidewalks up until you get to Red Bennett's old pool hall. The sidewalks stop just before you get around that curve on the left side, and there are no sidewalks on the right side (where the old church is located). Ms. Knight responded that the plan is to put sidewalks along the right side from the intersection of Gruber Street, all the way out to end of Colleton Loop on the right-hand side. On the left-hand side, there will be some points where repairs will be

**MINUTES/Page II**

made to existing sidewalks, and there will be crosswalk stripping put in at the intersections. There is not going to be anything new put in between Gruber and Valley Street, based on what we are proposing. Sweat Street will have sidewalks put in from Lemacks Street up to Witsell, and there is also going to be a new piece put along Gruber at the corner where the park is, at Gruber and Ackerman, out to Lincoln Street.

Council Member Buckner asked Ms. Knight to clarify whether there would be sidewalks installed on the right side of Lemacks Street from Gruber all the way down? Ms. Knight affirmed that sidewalks would be installed all the way down to where Colleton Loop and North Lemacks Street intersects, up near where the old school used to be. Mr. Buckner added, this is good news. Ms. Knight stated that the Commerce Department felt that this would tie each side of the neighborhood to the other better than what we have now.

Mayor Young then said, those plans have been recommended or been through the North Lemacks Street Revitalization Committee. The committee has recommended this and looked at it.

The next public hearing item was:

- 2) Ordinance # 2012-01, An Ordinance Authorizing the City of Walterboro to Convey a Forty Foot by Forty Foot Parcel of Land to RRW Construction, Inc., in Exchange for a Similar Sized Parcel of Land

The Mayor explained that this was necessary to correct a plat where a pump station is located, and we are giving Mr. Williams an equal parcel and he is giving us back the parcel that has the pump station on it. There was a mistake made there, and this is to correct that.

No public comments were made. From City Council, Council Member Buckner then asked City Manager Lord whether or not this agreement was in writing on the swapping of this land? City Attorney Cone responded that Mr. Raleigh Williams trusts us so he went ahead and deeded his tract to us, so we could go ahead and start the project.

**APPROVAL OF THE MINUTES:**

The Minutes of the December 13, 2011 City Council Meeting were approved as submitted on the motion of Council Member Lucas, seconded by Council Member Peters, and passed unanimously.

**OLD BUSINESS:**

1. **Ordinance # 2012-01**, An Ordinance Authorizing the City of Walterboro to Convey a Forty Foot by Forty Foot Parcel of Land to RRW Construction, Inc., in Exchange for a Similar Sized Parcel of Land - **Second Reading and Adoption**

A motion was then made by Council Member Peters, seconded by Council Member Buckner, giving Second Reading and Adoption to Ordinance # 2012-01, being An Ordinance Authorizing the City of Walterboro to Convey a Forty Foot by Forty Foot Parcel of Land to RRW Construction, Inc., in Exchange for a Similar Sized Parcel of Land. The motion passed unanimously.



# DRAFT

Walterboro City Council  
Public Hearing and Regular Meeting  
January 24, 2012

## **MINUTES/Page III**

### **NEW BUSINESS:**

1. Resolution # 2012-R-02, A Resolution in Support of the North Lemacks Street Revitalization Project Phase II and Authorizing the City Manager to Apply and Commit Program Income Funds for the 10% Local Match (Approx. \$50,000).

A motion was made by Council Member Lucas, seconded by Council Member Buckner to adopt Resolution # 2012-R-02 as submitted. The motion passed unanimously. A copy of said resolution is attached as part of these minutes.

2. Consideration of 2012-2013 Budget Calendar

The 2012-2013 Budget Calendar was unanimously approved as submitted on the motion of Council Member Peters, seconded by Council Member Lucas.

3. Recommendation to Purchase New Truck for Parks Department

City Manager Lord reported to Council that Parks Director Carolyn Powell received two bids from local dealers to purchase a new truck for the Parks Department. The new truck would replace the Ford F-150 currently in service.

The following bids were received: Walterboro Motor Sales \$22,879.00; Rizer Chevrolet \$24,482.30. It was noted that the state contract price on this vehicle was \$22,879. Mr. Lord recommended the acceptance of the low bid from Walterboro Motor Sales of \$22,879.00, who also met the state contract price.

A motion was made by Council Member Peters, seconded by Council Member Lohr to accept the low bid of \$22,879 from Walterboro Sales to purchase the new truck for the Parks Department. In discussing the motion, Council Member Bonds asked the City Manager, when you say they matched it, did you mean they were given the state price? City Manager Lord responded that everybody has access to the state contract prices. On a question raised by Council Member Buckner, Mr. Lord assured him that all the figures and paperwork on this item were in order.

**The motion then passed with all members voting in favor.**

4. Consideration of Rice Festival Requests, Jimmy Trippe, Colleton County Rice Festival

Next, Council reviewed a request by Mr. Jimmy Trippe on behalf of the Colleton County Rice Festival. This request related to the activities and street closings for the 2012 Rice Festival to be held on April 27-29, 2012. He also requested approval of a parade permit for the Rice Festival Parade to be held on April 28, 2012.

Mayor Young thanked Mr. Trippe, who was present at the meeting, for the outstanding job done by him and the committee on the Rice Festival last year. Mr. Trippe thanked the Mayor, Council and City staff for their help during the festival.

A motion was made by Council Member Peters, seconded by Council Member Lucas, to approve the Rice Festival requests and parade permit as submitted. In discussing the motion, Council Member Buckner asked if anything were different this year in terms of the request submitted from previous times, any different parade routes?

# DRAFT

Walterboro City Council  
Public Hearing and Regular Meeting  
January 24, 2012

## **MINUTES/Page IV**

Mr. Trippe responded there is one thing different. The Taste of Walterboro will not be on Washington Street this year. It will be held at the new museum. This was done in case it rains. Council Member Peters asked if the dance would be held at the Expo Center. Mr. Trippe responded that this would probably be held at the armory, if we can get the approval. So, it will be the Expo Center or the armory.

**The motion to approve the Rice Festival requests as submitted then passed with all members voting in favor.**

5. Consideration to Have the City Manager to Investigate a Micro Loan Program for Women, Minority or Low-to-Moderate Income Business Owners

Mr. Lord stated, I was asked by way of an introduction to give an update on where we are with one of our projects. In 2010, an established task was setting up a development corporation so we could seek funding for a revolving loan or a micro loan program. The process of two years has been a long one. The point of it is so we could qualify for funding through the USDA, because you have the right mechanism in place. You have to have somebody with a banking industry background on your board and other things. That has come to a point where we are now where last month the development corporation signed an agreement with the Local Development Corporation of Charleston. They had been doing the same thing for the tri-county area, and through this agreement, they are also doing us as well. So, instead of us having to go through the USDA qualification process, we would immediately have this available. Through this, there are two different loan programs. One is the small business incentive loan program. It's \$75,000 up to 10 years for disadvantaged businesses, and a rural revolving loan fund, which is up to 10 years, and it's for inventory supplies, fixtures, etc. Right now where we are with it, is we have the agreement. We are working out the forms and paperwork and hopefully, we will begin advertising this soon.

Council Member Buckner then made a motion to have the City Manager investigate a micro loan program for women, minority or low-to-moderate income business owners. Council Member Bonds seconded the motion.

In discussing the motion, Council Member Buckner stated, the issue here is jobs, and first I'd like to thank Jeff for what he has already done in coming up with the mechanism whereby we can apply for these loans through Rural Development, so that we can provide these loans to startup businesses and also individuals who already have businesses in the City to be able to expand their business. The reason why I put this on the agenda, was to see whether or not there are any additional funding sources for micro loans for women, minority and low-to-moderate income individuals, who could have money available to them to start up a business, with the hopes that by starting their business, they will be able to create jobs in the City of Walterboro. We don't know whether or not those programs are available, so I wanted to get a consensus from Council to at least have the City Manager look into whether or not there are micro loans available, specifically targeting women and minority and low-to-moderate income individuals to start up businesses.

Council Member Peters then asked the City Manager if this was already included in what we are already doing? Mr. Lord responded, as I understand it, what we are doing now that women, minorities and low-to-moderate income businesses can qualify within this. It says disadvantaged businesses. I don't want to speak for the Council Member, but I think he is looking for something that's just for them.

Council Member Peters then reported that he and Hank Amundson, Economic Development Director, attended an Economic Development Committee meeting today.

# DRAFT

Walterboro City Council  
Public Hearing and Regular Meeting  
January 24, 2012

## **MINUTES/Page V**

He went into great detail to explain to us about the program and us partnering with Berkeley, Dorchester and Charleston Counties. He then asked Mr. Amundson whether the city is already hooked into that program.

Mr. Hank Amundson affirmed yes, stating that it took some time, and they actually changed their application to the USDA to expand the program. Regarding the two funds mentioned by Jeff, one is up to \$75,000 and one is for up to \$50,000. One is specifically targeted at "disadvantaged" businesses. A disadvantaged business is defined as one who is at least 51% owned by one or more socially or economic disadvantaged individuals or in the case of a publically owned business, at least 51% of the stock is owned by one or more socially or economically disadvantaged individuals, and the management of daily business, of which are controlled by one or more socially and/or economically disadvantaged individuals who own it. Disadvantaged business is one which is unable to obtain traditional financing due to social or economic disadvantage.

To sum this up, Mr. Amundson, stated, they (Local Development Corporation) already had these funds established, then we got them to add us to their list, and we are now part of their marketing.

Council Member Lohr then asked Mr. Amundson about the funding. He asked how does that work, where does it come from? How do we get to participate? Mr. Amundson responded that they have funding through the SBA and through USDA Rural Development. This helped us get an up and running program right away. Mr. Lohr then asked who would be doing most of the paperwork? Mr. Amundson responded "them." Mr. Lohr then asked, if we do the one that Mr. Buckner has proposed, who would take care of that? Mr. Amundson responded that would be (the City). He further explained, we would have to establish a group, because in order to administer any loan fund, you'd have to show the ability to administer a loan fund, and therefore establish a board, a loan committee, administration, collection, etc.

Council Member Lucas then said, I don't think we need to get into the loan business. I don't mind guiding people to agencies or whatever who can assist them in getting loans, but I wouldn't want to see the City become a bank and loan out money.

Council Member Bonds then asked the City Manager, what we have done is we have set up a corporation, and this corporation has entered into an agreement with another economic development corporation, Charleston or tri-county, is that correct. Mr. Amundson responded, to expand their programs, yes. Mr. Bonds, then said, so what we have done is boot strapped onto their program. I just want to make sure I understand it. The availability for these loans basically that's something which will be administered through the Economic Development Corporation or through whom? Mr. Amundson responded, through the Charleston Local Development Corporation.

Council Member Bonds then asked, in essence are they doing this on behalf of our Economic Development Corporation? Mr. Amundson responded, we are their sales force. Mr. Bonds then said, so somebody goes to them and they administer and oversee it. They are responsible for the payback. So, in essence, we are participating in their program. Mr. Amundson agreed that this is correct.

Mr. Bonds then asked, is there a definition of socially economic disadvantaged? What does that mean? Mr. Amundson explained that the definition comes from their program. That is their definition of a disadvantaged business.

# DRAFT

Walterboro City Council  
Public Hearing and Regular Meeting  
January 24, 2012

## **MINUTES/Page VI**

Council Member Siegel, then said, obviously, we have boot strapped onto an existing program. Under this Charleston program, does this mean that an applicant from Colleton County would essentially be competing directly against other applicants from those counties? Mr. Amundson responded that there are incentives through the SBA or USDA Rural Development to administer loans in Colleton County, and therefore there is no competing against. They have to do the loans. I don't know the exact number or where their quotas are, but there are incentives, and there is no competing against the Charleston group.

Council Member Siegel then said, I am referring to Mr. Buckner's request for information, that he has some concept of micro loans for starting small businesses. I don't think he is taking about \$50,000 or \$100,000 loans. I think, his idea is probably much smaller loans with some sort of system to help people, because you just can't hand money out to people, I understand that. Is there any mechanism in this program to give people fundamental business advice? Mr. Amundson responded, what they actually do, they are not just a bank, because it's an SBA situation and a USDA Rural Development situation, and they are tied with the SC Business Development Centers. They just don't lend you money if somebody comes and apply for a loan. That's why I think the partnership is important. It's also going through the business plan process and tweaking that business plan. They actually take the business through the process. That's something additional that we feel is valuable as a part of this partnership.

Council Member Siegel stated, I have no doubt that's a valuable asset for those who are looking to capitalize on a relative substantial undertaking. I am just questioning whether this is truly a significant asset for the truly underprivileged people. I don't presume that women are disabled or underprivileged. I am not questioning his definition, I am just questioning the economies of scale in terms of what's available to people.

City Manager Jeff Lord then asked to clarify a point. He stated on the \$50,000 and \$75,000 loans, those are the maximum amounts. Some of these loans can be much less. Council Member Siegel then asked, once we have entered into this with them, is there any promise not to compete with that program if our administration came up with an alternate plan that was either accessible or more accessible to more people, or different standards, because these are national standards, I presume?

Mr. Hank Amundson then stated, this is not the end basically with what we want to do with lending programs. This is how you get started right away, with funds available. We still want to apply for other funds to be able to help more businesses. But the way it works in talking with USDA, first of all the application process is competitive. Number two, you have to prove that you can do this. That's really why the idea of this partnership came up. Number one to have funds available right away, and number two to establish a track record of for getting loans out there, then have them paid back, so we can then have our own loan fund. On top of this, these funds are immediately available. Part of the agreement is also to jointly apply for monies that if and when the corporation has the ability and the desire to administer it's own fund, that the option is there. So, this was done to get the money available immediately and to establish a track record which helps you get that fund down the road.

Council Member Buckner then addressed Mr. Amundson. He said, my concern is in addition to what you have already done, which is great we can get the money now and we can begin to make the loans. In addition to that, are there any programs tailored specifically to help women, minority and low-to-moderate income individuals? Personally, I would like to see, instead of us depending on Charleston, that we would have our own program. With all due respect to Councilman Lucas, we need jobs in this

DRAFT

Walterboro City Council  
Public Hearing and Regular Meeting  
January 24, 2012

**MINUTES/Page VII**

city and it's time for us to start as a government to look out for our own citizens and hopefully develop our own micro loan program. I'd like to see us go into the loan business and specifically help those individuals - women, minorities and low-to-income families who want to start a business and could use a \$5,000, \$10,000 or \$15,000 loan to create jobs right now in the City of Walterboro. It's good we are already doing that, but in addition to what we have already established, could we look into any additional micro loan program? This is what I am pushing for.

Mr. Hank Amundson then said, that's what I am saying. This is not the end, we have to apply for, and we are in the process of that, but it takes time and it's competitive, so there is no guarantee of being awarded that money. So, we are constantly investigating new funds for any business, but some of them you'll be told literally up-front by an agency, for example USDA Rural Development, don't bother applying because there are x amount of things already in there, and it's basically done. So, that's why we had to go about it in this way to begin.

Councilman Peters then stated, I am going to vote against this mainly because I think we are trying to reinvent the wheel. We already got it going. We are already working to do what needs to be done. The language that I've seen so far and heard that's in this, covers women or minority owned businesses and quite honestly if you don't need but \$1,000, you can go down there and get it. This jumpstarts Walterboro. Also, number one, we don't have the staff to administer these loans ourselves. Number two, we are dealing with people who are already experienced with this and already had the monies lined up, and it would be a lot more expedient for getting jobs in here quicker. The idea is great, but it's just the fact that it's already there.

**The motion then failed with a vote of 1/6, with Council Member Buckner voting in favor, and Mayor Young and Council Members Siegel, Lucas, Peters, Lohr and Bonds voting against the motion for adoption.**

Mayor Young then said, we can certainly talk about this at the retreat some more.

**COMMITTEE REPORTS:**

There were no Committee Reports given.

There being no further business to consider, a motion to adjourn was made by Council Member Lucas, seconded by Council Member Lohr and passed unanimously. The Mayor adjourned the meeting at 7:20 P.M. Notice of this meeting was distributed to all local media and posted on the City Hall bulletin board at least twenty-four hours prior to meeting time.

Respectfully,

Betty J. Hudson  
City Clerk

**ORDINANCE # 2012-02**

**AN ORDINANCE TO ANNEX CERTAIN PROPERTY  
TO THE CITY OF WALTERBORO.**

**WHEREAS**, a proper petition has been filed with the City Council of the City of Walterboro, South Carolina by 100 percent of the freeholders owning 100 percent of the assessed value of the contiguous property hereinafter described petitioning for annexation of the property to the City of Walterboro, under the provisions of S. C Code Section 5-3-150(3); and

**WHEREAS**, it appears to Council that annexation would be in the best interest of the property owners and the City of Walterboro;

**NOW, THEREFORE, BE IT ORDAINED BY THE MAYOR AND CITY COUNCIL OF THE CITY OF WALTERBORO, IN COUNCIL ASSEMBLED:**

The following described property is hereby annexed into and becomes a part of the City of Walterboro. The property annexed by this Ordinance is described as follows:

All that certain piece, parcel, or lot of land situate, lying and being Northwest of Walterboro, County of Colleton, State of South Carolina, measuring and containing Forty-three hundredths (0.43) of an acre more or less and designated as Tract 3 on a plat prepared by Robert L. Hiers, RLS, dated January 23, 2001, recorded in the Office of the Registrar of Deeds for Colleton County, South Carolina, in Plat Book 33 at Page 408. This lot having such size, shape, dimensions, buttings and boundings as will by reference to said plat more fully and at large appear.

Subject to all easements, restrictions and rights-of-way of record.

This being the same property conveyed to Laura J. Phifer and James R. Phifer by the Deed of Betty Thames Williams dated February 7, 2001, and recorded February 12, 2001, in Book 927, at Page 242, in the Office of the Registrar of Deeds for Colleton County, South Carolina.

TMS: 163-01-00-066.000

The area is shaded on the attached map and is designated by Tax Map # 163-01-00-066.000 by the Colleton County Assessor's Office and includes all adjacent rights-of-way.

The common line with 163-02-00-004 across Country Lane is contiguous to the present City limits. The attached map is made a part of this ordinance.

The property shall be zoned Single Family Residential District pending further action to zone it pursuant to the City Zoning Ordinance.

This Ordinance shall be effective immediately upon passage of second reading.

**DONE AND RATIFIED, IN COUNCIL ASSEMBLED,** this \_\_\_\_\_ day of \_\_\_\_\_, 2012.

\_\_\_\_\_  
William T. Young, Jr.  
Mayor

ATTEST:

\_\_\_\_\_  
Betty J. Hudson  
City Clerk

First Reading: \_\_\_\_\_  
Second Reading: \_\_\_\_\_

STATE OF SOUTH CAROLINA )  
 )  
COUNTY OF COLLETON )

100 PERCENT PETITION FOR  
ANNEXATION

TO THE MAYOR AND CITY COUNCIL OF THE CITY OF WALTERBORO; IN  
COUNCIL ASSEMBLED:

The undersigned, being 100 percent of the freeholders owning 100 percent of the assessed value  
of the property in the contiguous territory described below and shown on the attached plat or map,  
hereby petition for annexation of said territory to the City by ordinance effective as soon hereafter  
as possible, pursuant to South Carolina Code Section 5-3-150(3).

The territory to be annexed is described as follows:

All that certain piece, parcel, or lot of land situate, lying and being Northwest of Walterboro, County of Colleton, State of South Carolina, measuring and containing Forty-three hundredths (0.43) of an acre more or less and designated as Tract 3 on a plat prepared by Robert L. Hiers, RLS, dated January 23, 2001, recorded in the Office of the Registrar of Deeds for Colleton County, South Carolina, in Plat Book 33 at Page 408. This lot having such size, shape, dimensions, buttings and boundings as will by reference to said plat more fully and at large appear.

Subject to all easements, restrictions and rights-of-way of record.

This being the same property conveyed to Laura J. Phifer and James R. Phifer by the Deed of Betty Thames Williams dated February 7, 2001, and recorded February 12, 2001, in Book 927, at Page 242, in the Office of the Registrar of Deeds for Colleton County, South Carolina.

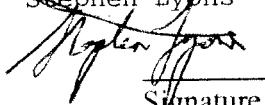
TMS: 163-01-00-066.000

The area is shaded on the attached map and is designated by Tax Map # 163-01-00-066.000 by the Colleton County Assessor's Office and includes all adjacent rights-of-way.

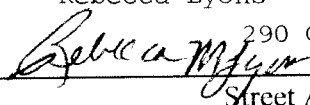
It is requested that the property be zoned SFR - Single Family Residential

Stephen Lyons

Rebecca Lyons



Signature



290 Country Lane Walterboro, SC 29488

Street Address, City

2/8/12

Date

=====

FOR MUNICIPAL USE:

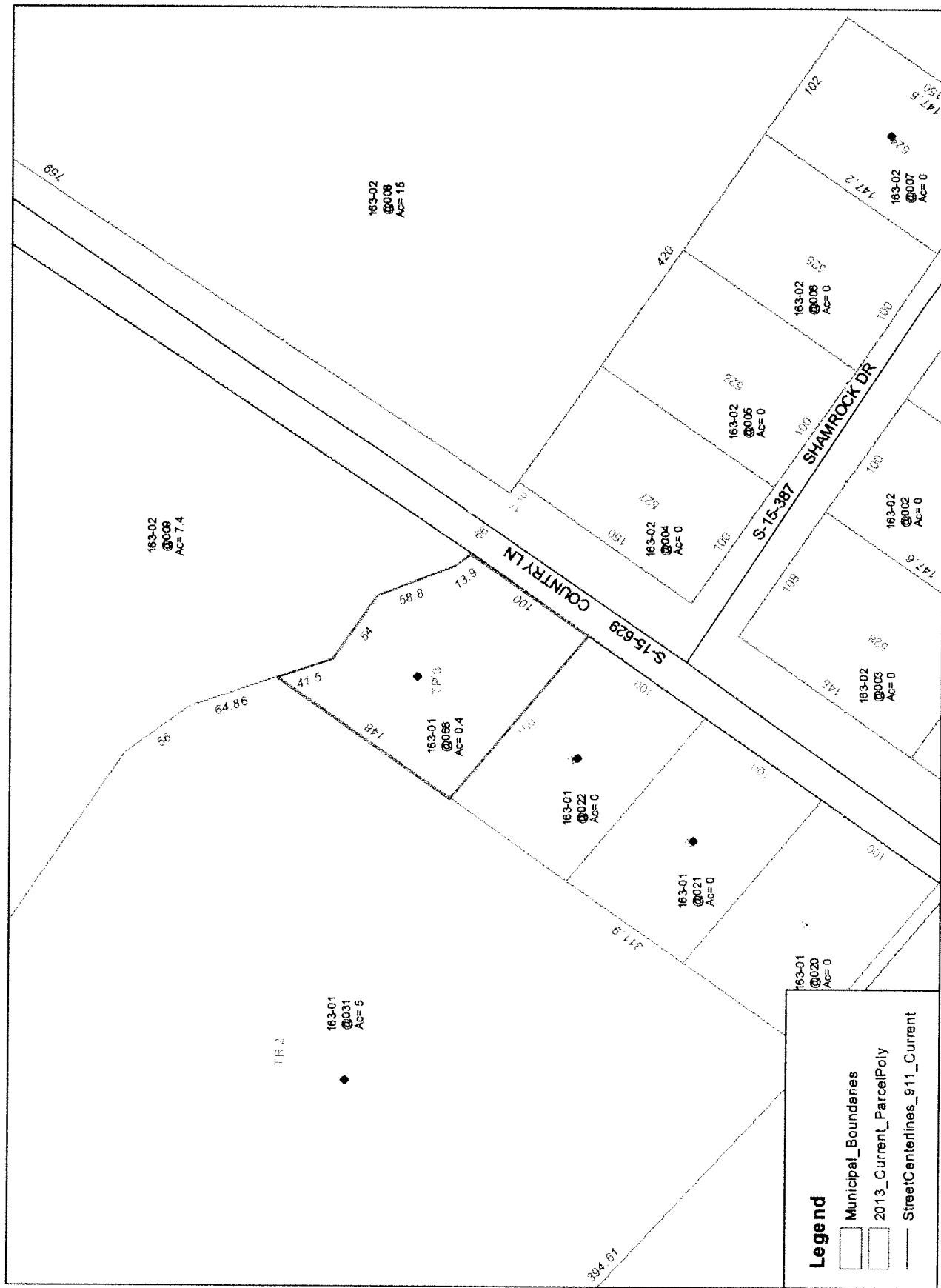
Petition received by Henry D. Guehl, Date 2-8-12

Description and Ownership verified by Henry D. Guehl, Date 2-8-12

Recommendation: Accept

By: Jeffrey V. Lord, Date 2/8/12



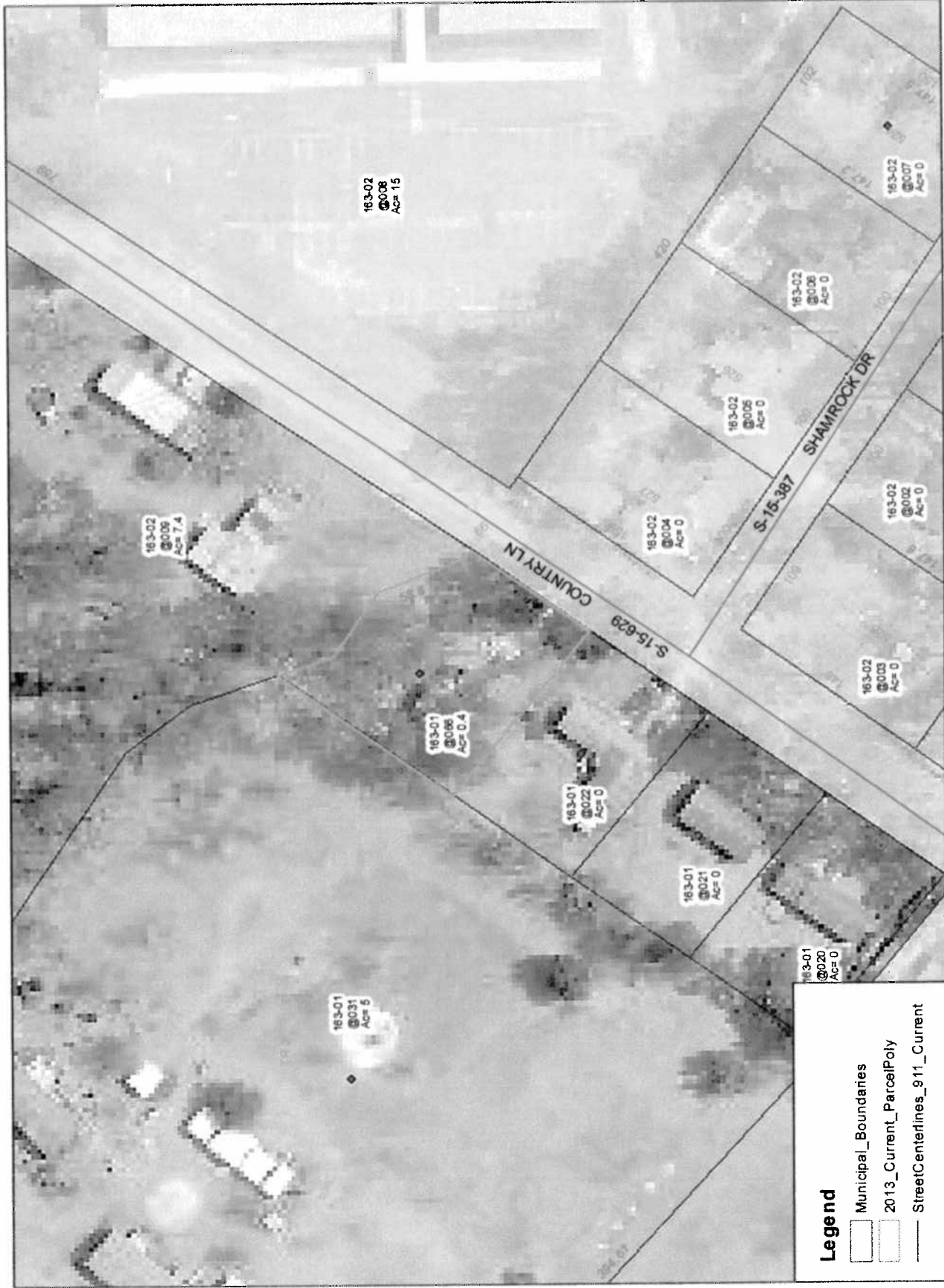


1 inch = 100 feet

DISCLAIMER: County GIS data is made available as a service of the Colton County Technology Department. The data is provided "as is" and is not a warranty of accuracy. Colton County does not assume any liability for damages arising from use, omission or use of this information. The information is offered to the public AS IS WITHOUT WARRANTY OF ANY KIND.

**163-01-00-066**

Date: Friday, February 17, 2012



1 inch = 100 feet

163-01-00-066

Date: Friday, February 17, 2012



Collier County Technology Department  
 1000 Highway 1  
 Naples, FL 34102  
 (239) 438-4252  
[technology.colliercounty.org](http://technology.colliercounty.org)

DISCLAIMER: County GIS data is made available to the public as a service of the Collier County Technology Department. The information is provided for general reference purposes only. Collier County does not assume any liability for damage arising from the use of this information. The information is provided as is, without warranty of any kind, express or implied, including but not limited to the accuracy, completeness, or reliability of the data.

**ORDINANCE # 2012-03**

**AN ORDINANCE TO ANNEX CERTAIN PROPERTY  
INTO THE CITY OF WALTERBORO.**

**WHEREAS**, a proper petition has been filed with the City Council of the City of Walterboro, South Carolina by 100 percent of the freeholders owning 100 percent of the assessed value of the contiguous property hereinafter described petitioning for annexation of the property to the City of Walterboro, under the provisions of S. C Code Section 5-3-150(3); and

**WHEREAS**, it appears to Council that annexation would be in the best interest of the property owners and the City of Walterboro;

**NOW, THEREFORE, BE IT ORDAINED BY THE MAYOR AND CITY COUNCIL OF THE CITY OF WALTERBORO, IN COUNCIL ASSEMBLED:**

The following described property is hereby annexed into and becomes a part of the City of Walterboro. The property annexed by this Ordinance is described as follows:

All that certain piece, parcel or tract of land situate, lying and being in Colleton County, South Carolina, containing Three and One-Tenth (3.1) acres, more or less, labeled "Annexation Area" on the attached sketch and bounded as follows: Northeasterly by the northeasterly boundary of the right of way of Smith Street; Southeasterly by the northwestern most boundary of the right of way of Robertson Boulevard; Southerly by the southern boundary of the right of way of Doyle Street; and Northwesterly and Westerly by a portion of the same tract of U S Land and Timber, Inc. which lies within the city limits of the City of Walterboro, by right of way of Chuckle Hill Road and by lot of U S Land and Timber, Inc., all of which will more fully appear by reference to the sketch attached hereto and incorporated herein by reference. The tract annexed includes: Coatsworth Drive which bisects the property of U S Land and Timber, Inc.; the right of way of Doyle Street which lies along and within the Southern boundary of the tract annexed; and the right of way of Smith Street which lies along and within the Northeastern boundary of the tract annexed.

Portion of TMS # 179-00-00-056

The tract described herein is contiguous to the present City limits of the City of Walterboro along its common line with the remaining portion of TMS # 179-00-00-056.

The property shall be zoned High Density Residential pending further action to zone it pursuant to the City Zoning Ordinance.

This Ordinance shall be effective immediately upon passage of second reading.

**DONE AND RATIFIED, IN COUNCIL ASSEMBLED,** this \_\_\_\_\_ day of \_\_\_\_\_, 2012.

\_\_\_\_\_  
William T. Young, Jr.  
Mayor

ATTEST:

\_\_\_\_\_  
Betty J. Hudson  
City Clerk

First Reading: \_\_\_\_\_  
Second Reading: \_\_\_\_\_

Sketch of Annexed Area Attached

STATE OF SOUTH CAROLINA

COUNTY OF COLLETON

PETITION FOR ANNEXATION  
100% METHOD

TO THE MAYOR AND CITY COUNCIL OF THE CITY OF WALTERBORO:

The Undersigned, being One Hundred percent (100%) of the freeholders owning One Hundred percent (100%) of the assessed value of the property in the contiguous territory described below and shown and labeled "Annexation Area" on the attached sketch, hereby petition for annexation of said territory to the City by ordinance effective as soon hereafter as possible, pursuant to South Carolina Code Section 5-3-150(3).

The territory to be annexed is described as follows:

All that certain piece, parcel or tract of land situate, lying and being in Colleton County, South Carolina, containing Three and One-Tenth (3.1) acres, more or less, as labeled "Annexation Area" on the attached sketch and, and bounded as follows: Northeasterly by the northeasterly boundary of the right of way of Smith Street; Southeasterly by the northwestern most boundary of the right of way of Robertson Boulevard; Southerly by the southern boundary of the right of way of Doyle Street; and Northwesterly and Westerly by a portion of the same tract of U S Land and Timber, Inc. which lies within the city limits of the City of Walterboro, by right of way of Chuckle Hill Road and by lot of U S Land and Timber, Inc., all of which will more fully appear by reference to the sketch attached hereto and incorporated herein by reference. The tract annexed includes: Coatsworth Drive which bisects the property of U S Land and Timber, Inc.; the right of way of Doyle Street which lies along and within the Southern boundary of the tract annexed; and the right of way of Smith Street which lies along and within the Northeastern boundary of the tract annexed.

Portion of TMS # 179-00-00-056

It is requested that the property be zoned HDR - High Density Residential

This Petition is dated February 23rd, 2012.

U S Land and Timber, Inc.

By: [Signature]  
Its: President  
J.B. FISHBURNE

Date: 2/23/12

=====

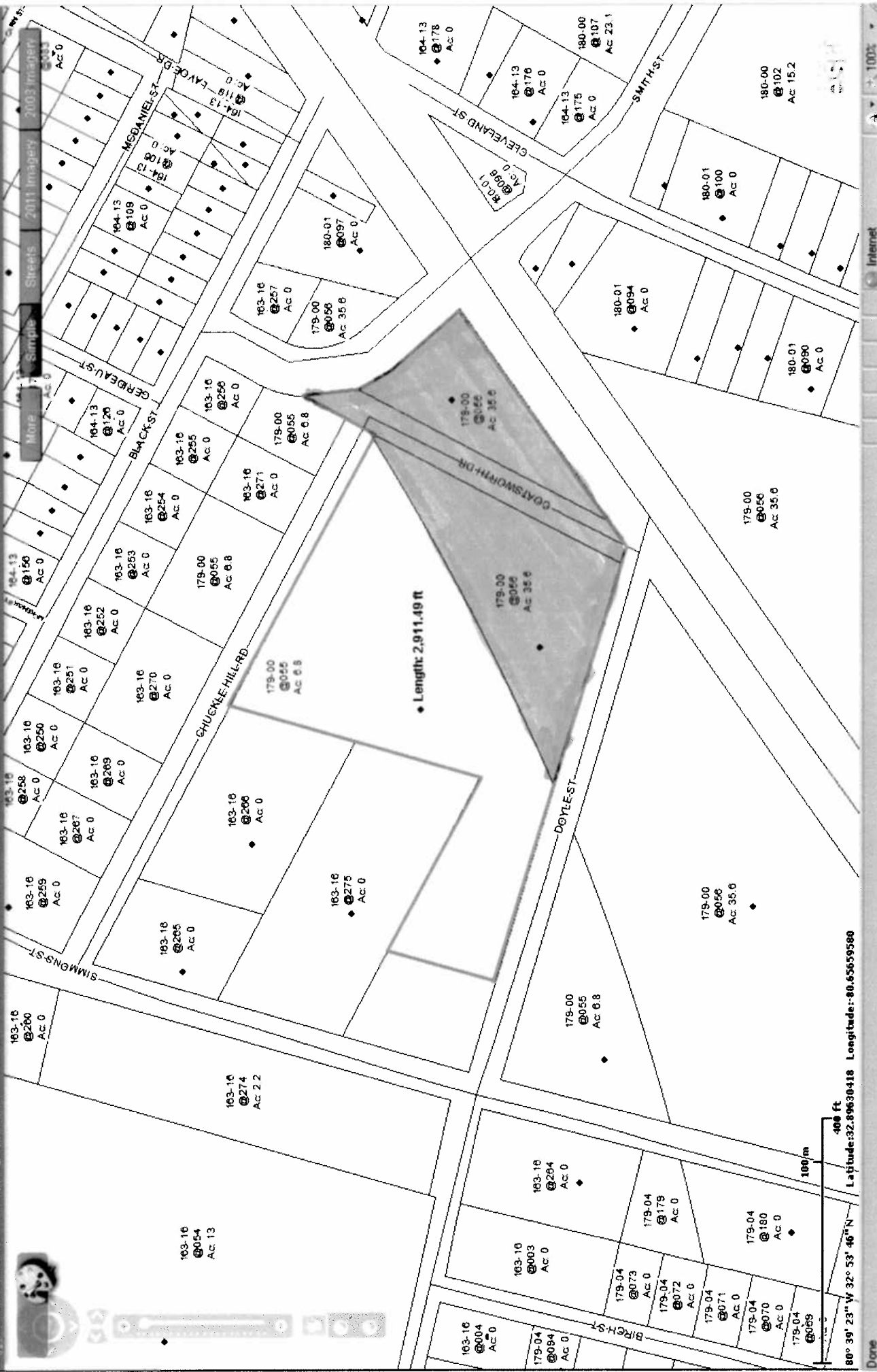
FOR MUNICIPAL USE:

Petition received by [Signature], Date 2/23/12

Description and Ownership verified by [Signature], Date 2/23/12

Recommendation: Accept

By: [Signature], Date 2/23/12





Telephone: 843-549-2545

Fax: 843-549-9795

TDD Relay: 1-800-735-2905

## City of Walterboro


242 Hampton Street

Walterboro, South Carolina 29488

Mailing Address:

Post Office Box 709

Walterboro, South Carolina 29488-0008

**To:** Mayor and Council  
**From:** David B. Dodd, Planning Director   
**Subject:** Recommendation to rezone TMS# 147-05-00-013 Mt. Carmel Road  
**Date:** February, 22, 2012

---

The Municipal Planning Commission recommends an amendment to rezone the property belonging to EURAKULON LLC / E. R. Carmichael Jr., on Mt. Carmel Road from Interstate Interchange Commercial District (IICD) to Highway Commercial District (HCD).

The owner of the property, Randy Carmichael, made a request to the Planning Commission to have the property rezoned with the intent of constructing low income tax-credit multi-family dwellings.

Public notice of the Planning Commission meeting was adequately advertized and conspicuous notice was posted on the property as is required. Staff did not recommend the rezoning but there was no public opposition to the rezoning request and after discussion of the matter, the commission voted to recommend the rezoning to Highway Commercial District (HCD).



ORDINANCE # 2012-04

AN ORDINANCE TO AMEND THE CITY ZONING ORDINANCE TO REZONE CERTAIN PROPERTY.

WHEREAS, the Planning Commission has made its recommendations and a public hearing has been properly advertised and conducted;

BE IT THEREFORE ORDAINED by the Mayor and Council of the City of Walterboro, in Council Assembled, that the Official Zoning Map is hereby amended to rezone Tax Map Parcel # 147-05-00-013 from Interstate Interchange Commercial District (IICD) to Highway Commercial District (HCD) as shown on the attached map.

DONE, this \_\_\_\_\_ day of \_\_\_\_\_, 2012.

\_\_\_\_\_  
William T. Young, Jr.  
Mayor

ATTEST:

\_\_\_\_\_  
Betty J. Hudson  
City Clerk

First Reading: \_\_\_\_\_  
Second Reading: \_\_\_\_\_  
Public Hearing: \_\_\_\_\_



**ORDINANCE # 2012-05**

**AN ORDINANCE ESTABLISHING A CITIZEN OF THE YEAR COMMITTEE AND  
CODIFYING THE ACCOMMODATIONS TAX ADVISORY COMMITTEE**

**WHEREAS**, the City of Walterboro established a Citizen of the Year award in the 2011 to honor those who contribute most to the community; and

**WHEREAS**, the Walterboro City Council believes that the honor in the award comes best when the recipient is chosen via an open submittal process and by a committee that represents a broad view of City interests; and

**WHEREAS**, the those that help make Walterboro great may live, work, or have other interest in the City; and

**WHEREAS**, the Council believes that persons recommended by the committee may be best recognized by an official proclamation and a gift of a Red Rocker presented by the Mayor;

**WHEREAS**, the Accommodations Tax Advisory Committee was established under State Law in 2005 but not yet codified;

**NOW, THEREFORE, BE IT ORDAINED BY THE MAYOR AND CITY COUNCIL OF THE CITY OF WALTERBORO, SOUTH CAROLINA**, that a Citizen of the Year Committee be created and classified as a standing advisory board to annually choose the Walterboro Citizen of the Year.

**BE IT FURTHER ORDAINED**, that the Citizen of the year Committee be composed of the chair of each of the eleven existing Boards and Commissions.

**BE IT FURTHER ORDAINED**, that the Citizen of the Year Committee shall determine the process for submittal of nominees, accompanying documentation and selection processes, and their chair.

**BE IT FURTHER ORDAINED**, that the intent is to honor a resident of the city, someone employed in the city, or someone who owns property in the city but these criteria should not exclude any well deserving person from receiving the honor.

**BE IT FURTHER ORDAINED**, that the Accommodations Tax Advisory Committee be added to the list of commissions and boards established.

**BE IT FURTHER ORDAINED**, that the following changes be made to the Walterboro City Code to codify the above:

Within Chapter 2 Administration under Article VIII. Boards and Commissions, Sec. 2-168. (c)

Strike "Great Swamp Sanctuary Commission; four years terms" following (9) and replace with "Accommodations Tax Advisory Commission; four year terms".

Add "(11) Citizen of the Year Committee"

Add "(12) Great Swamp Sanctuary Commission; four years terms"

Within Chapter 2 Administration under Article VIII. Boards and Commissions add:

"Sec. 2-173 Citizen of the Year Committee.

(a) The Citizen of the Year Committee's duties shall be as follows:

(1) Determined the submittal and selection process, provided that:

(a) The intent is to honor a resident of the city, someone employed in the city, or someone who owns property in the city but these criteria should not exclude any well deserving person from receiving the honor.

(b) Recommendations, accompanied by supporting documentation, should be received from anyone wishing to do so including committee members provided however that no recommendations are to be made by any member of City Council or a by any employee of the City.

(c) The selection process be completed and the chosen person's name submitted so they may be honored before the end of each calendar year.

(2) Annually solicit and review recommendations and base on the review, select the person to be honored as "Citizen of the Year".

(b) Membership

(1) The committee shall be comprised of the chairs from each of the other committees, boards, and commissions that proceed the Citizen of the Year Committee listed in Sec. 2-168. (c).

(2) The chair of the committee shall be elected from its membership.

**DONE**, this \_\_\_\_\_ day of \_\_\_\_\_, 2012.

\_\_\_\_\_  
William T. Young, Jr.  
Mayor

Attest:

\_\_\_\_\_  
Betty J. Hudson  
City Clerk

# Accommodations Tax Advisory Committee

Telephone:  
(843) 782-1000

248 Hampton Street  
Walterboro, South Carolina, 29488-3525

Fax:  
(843) 540-7725

To: Walterboro City Council

Cc: Jeff V. Lord, City Manager

From: Accommodations Tax Advisory Committee

Subject: Approvals at February 16, 2012 Meeting

Date: February 20, 2012

At its regularly-scheduled meeting held on February 16, 2012 the Accommodations Tax Advisory Committee approved the following request for funding from the 65% Tourism Fund:

<u>1. Requests for 65% Tourism Fund</u>	<u>Request</u>	<u>Approved</u>
2. Walterboro Tourism Commission – Walterboro Rocks	\$ 4,000	\$ 4,000
3. S.C. Artisans Center- Antiques, History & Arts Festival	\$ 2,000	\$ 2,000
4. Exit 53 Merchants' Association	\$ 15,000	\$ 7,500
<b>Total 65% Requests</b>	<u>\$21,000</u>	<u>\$13,500</u>

Should these requests be approved as submitted, the **projected** remaining balance available for FY 2011-2012 Grants is \$ 2,280.

Therefore, the Advisory Committee respectfully requests City Council to approve these requests.

# City of Walterboro

## Accommodations Tax Funding Request 2011-2012

Project Name: "Walterboro Rocks" advertising campaign 2011-2012

Amount requested from A-tax: \$4,000

Organization Name: Walterboro Tourism Commission

Tax ID Number: 27-0473097

Contact Name: Donna Laird  
Tourism-Events Director  
Secretary/Treasurer Walterboro Tourism Commission

Address: 242 Hampton Street  
Walterboro, SC 29488

Phone & fax: 843-538-4353 office  
843-909-4325 cell  
843-538-4356 (fax)

Email: dlaird@walterborosc.org

### **Project/Event Description (narrative)**

We are all working together in the best interest of tourism in Walterboro. The Walterboro Rocks advertising campaign is planned to reach difficult markets like Savannah, GA that do not cooperate with South Carolina or regional/state areas that we have not yet tapped and staying with consumer trends, marketing for increased overnight stays.

The Walterboro Tourism Commission, an I.R.S. designated 501 c (6) nonprofit organization, is a central tourism resource dedicated to increasing visibility of the tourism industry within the Walterboro area in an effort to attract crucial tourism related dollars and economic growth, as well as the development and promotion of Walterboro as a tourist destination.

In a collaborative effort, our comprehensive "Walterboro Rocks" advertising campaign strives to improve visibility of our successful red rocker branding program. We continue the momentum and direction Walterboro has already developed, unifying the coordination of our advertising and marketing plans.

The duration of this project is fiscal year **July 1, 2011 thru June 30, 2012.**

### **Benefit to Tourism and/or the Community**

The popularity of our red rocking chair captures the attention of visitors to our area. We are confident these promotional efforts will lead to a rise in economic growth for Walterboro with the influx of new visitors, residents and business owners, boosting revenue for businesses and organizations and ultimately improving our lifestyle. Clearly these coordinated efforts draw additional overnight visitors to Walterboro and extended stays.

To track effectiveness of this project, we will utilize a number of tools, including visitor information logs at the Welcome Center, hotel occupancy data, as well as sign-in journals with various businesses and attractions.

## **Accommodations Tax Funding Proposal Request – 2011-2012**

### **Marketing, Promotion and Advertising**

Print Media: \$2,000

(such as:

- Lowcountry Weekly,
- Southern Living,
- PGA ads - Golf Championship welcoming an additional 50,000 visitors to the area in one week, coming from 44 different states & 10 countries during our slowest tourism season in August )

Cooperative advertising \$2,000

(such as:

- Lowcountry Weekly,
- internet ads,
- Columbia Coffee News,
- PGA ads)

As we all work together on Walterboro Rocks, we continue to develop cooperative advertising with the SC Artisans Center, the Museum, Friends of the Great Swamp Sanctuary, the festivals and organizations.

**Project Total**

**\$4,000**





**South Carolina Artisans Center**  
The Official Folk Art and Craft Center of South Carolina  
Tax ID # 57-0983458  
February 6, 2012

**I. BASIC INFORMATION**

A. Project Name: SC Artisans Center – Marketing & Promotions (Brochures)

B. Requested Amount: \$2,000

C. Total Project Cost: \$2,157.37

D. Applicant Information:

1. FI# 57-0983458
2. Gale Doggette, Executive Director
3. 318 Wichman Street  
Walterboro, SC 29488
4. 843-549-0011 843-549-7433 (fax)  
[gale@scartisanscenter.com](mailto:gale@scartisanscenter.com)



**II. Narrative:**

Project Goals:

- A. To increase tourism traffic to the South Carolina Artisans Center and Walterboro, both from travelers passing through and South Carolina visitors.

To increase revenue by 10-15% for the South Carolina Artisans Center by **developing a new 4 color brochure** to distribute at welcome centers, hotels, tour companies, etc.

- While billboards are successful, and we would love to have additional coverage on I-95. They cannot be our only tool to attract tourists to the South Carolina Artisans Center. The signs need to be supported with advertising brochures so that our visitors can have time to plan a stop. Our current brochures are out of date and do not reflect the number of artists we currently have, nor the activities we can offer.

- A study done by the Center for Marketing Technology, Bentley University 2010, offers these statistics on the effectiveness of brochures.  
**39% of visitors pick up brochures before they arrive at their destination.**  
**64% of visitors plan to visit an attraction as a result of picking up brochures.**  
**70% of visitors identified brochures as influencing their travels.**
- We need to have the brochures available for use in a variety of marketing sites such as Welcome Centers, hotels, restaurants, and other tourism driven industries. We will mail copies to tour groups, churches, and retirement communities. This brochure will be used in a broad range of marketing strategies intended for visitors in general, and especially, I-95 travelers and groups.
- Additional funds will allow us to expand our initiative in conjunction with Walterboro's tourism campaign – "Walterboro, Front Porch of the Lowcountry". A new, up-to-date brochure will give the Center an opportunity to provide information not only to hotels, restaurants and Welcome Centers but to expand our distribution to nearby tourism Mecca's such as Charleston, Beaufort and Hilton Head. Once here, these tourists will find a charming, wonderful, Southern town to stay for a while and then plan to come back!
- Keep a record of the numbers of brochures distributed to each site. Compare these numbers to the visitor reports and in depth visitor interviews so we can assess the efficiency of the distribution and its overall effectiveness.

#### Brochures Goals

- To highlight the SC Artisans Center and Walterboro, SC as a must- see destination along the I-95 corridor.

#### B &C) Benefit to Community

- The economic impact that the South Carolina Artisans Center has had in Walterboro, Colleton County and South Carolina for the past 17 years has been \$ 3,770,394.00 from 1994-2011 in total sales.

- To showcase the wonderful variety of local attractions including the many antique stores, 2 historic districts, 3 museums, and the Great Swamp Sanctuary in order to encourage an overnight stay thus increasing visitor spending.
- Based on our guest books and conversations with our visitors, our greatest demographic target is I-95 travelers, mainly "Snow Birds" traveling in the spring and fall between the colder states to/from Florida. This group is comprised of women, couples and seniors. Most of our visitors are middle to upper income with greater discretionary income to spend. We have seen an increase in in-state visitors particularly from the nearby area such as Charleston, Beaufort and Hilton Head.
- 85% of our customers are from out-of-state, and for many, the SCAC is their only stop as they travel through South Carolina. Statistics show that many of these visitors are repeat customers who stop twice a year. These customers know that they can count on the Center to offer one of the few opportunities to experience southern culture and traditions through our "Handmade" series which showcases the talents of some of our artists, as well as our retail gallery. With an additional, enhanced advertising initiative more visitors could be persuaded to venture into our community
- We will be actively targeting the group tour market by inviting church groups, retirement communities, and commercial tour companies within a 250 mile radius. Once we identify them we will mail them updated SCAC information and contact them personally.
- To attract "Day Trippers" who are in the area to visit other local attractions, like the Slave Relic Museum, the antique district, the historic area walking tour and the Great Swamp Sanctuary. These visitors come from the nearby beaches and tourist attractions.
- New brochures will have the Center's website information which gives travelers a chance to see what the Center has to offer as well as a great view into Walterboro and Colleton County. The Center's website not only gives an overview of the community but it also lists what's going on in the area. With all of this information, tourists will want to plan to spend time here and might make Walterboro their overnight location in order to give them the time in town.

#### D) Tracking

- The Center has always done a good job of tracking our visitors. We use a sign-in book at the front door, a tally sheet at the cash register and our staff is trained to engage in conversation with our visitors.
- Examples of questions asked are: Where are you from? How did you hear about us? Where did you spend the night? Have you been Downtown yet? (To which we respond: We have 12 wonderful antique stores, great restaurants, one of the best Christmas shops on the East Coast and some real great specialty shops. You can even get a "real soda pop" from Hiotts' Pharmacy).
- Results of the past 3 months tracking:

\*Only reflects customers who signed the register (Nov-Jan)

SC 459	AL 9	LA 4
FL 177	CO 7	IA 2
NC 65	WA 7	KY 1
VA 62	WI 6	WY 1
OH 56	MO 6	OK 1
NY 43	DC 5	Canada 24
GA 39	AZ 5	Germany 2
PA 36	AR 5	South Africa 2
NJ 29	OR 5	England 2
MD 27	WV 5	Brazil 1
TX 21	NH 5	San Juan PR 1
TN19	MS 4	
IN 17	KY 4	
IL 12	NM 4	Total visitors: 3758
MA 12	MN 4	
CT 11	ME 6	
CA 11	RI 3	
DE 10	ID 3	
MI 10	NE 3	

#### E) Duration of Project

- On going

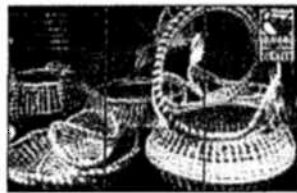
#### F) Permits

- None

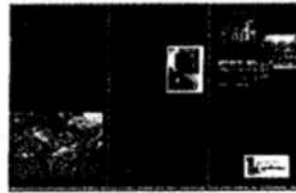
G) Additional comments

- It is the hope of the Center that with these new brochures and with good tracking of their effectiveness, that the Center will be able to secure a "Tourism Partnership Grant (TPG)" from SCPRT next year for this ongoing marketing initiative.

Purposed Brochure:



Outside



Inside

III. BUDGET:

Attached

## Shopping Cart

[Continue Shopping](#)

[Checkout Now](#)

### SCAC Brochure 2012

[Edit design \(make a copy\)](#)

[Remove Item](#)

SCAC Brochure ...



SCAC Brochure ...



Product: Brochures  
Size: 5.5" x 8.5"  
Paper Type: 100 lb. Paper Gloss  
Printed Side: Outside and Inside  
Folding: Tri-Fold/Letter Fold

Quantity: 50000  
Turnaround: 3 business days  
Proofing: Proof Waived

**\$ 1699.54**

### Calculate Shipping

Ship To 29488

4 Day Transit \$ 457.83



### Order Total

Printing Cost	\$ 1,699.54
Discount	\$ 0.00
Shipping	\$ 457.83
Tax	\$ 0.00
Stock Image(s) Cost	\$ 0.00

**Total Cost \$ 2,157.37**

Do you have a gift certificate or gift code? [Add it here](#)

[Continue Shopping](#)

[Checkout Now](#)



**Walterboro Exit 53 Merchants Association  
PO Box 1172  
Walterboro, SC 29488  
843-538-7814**

**2-6-12**

**City of Walterboro Accomodations Tax Funding Request**

**For Fiscal Year 2011 - 2012**

**City of Walterboro Finance Department  
Attn: Jeff Lord  
Accomodations Tax Advisory Committee  
248 Hampton Street  
Walterboro, SC 29488**

**RE: Exit 53 Advertising**

**Proposed Project: Exit 53 Advertising  
A-Tax Request \$15,000.00  
Total Cost \$ 15,000.00**

**Organization Requesting Funds  
Walterboro Exit 53 Merchants Association  
PO Box 1172  
Walterboro, SC 29488  
843-538-7814  
FX 843-538-7360**

**Federal ID#26-3398711  
Ned Frownfelter, President**

**The Walterboro Exit 53 Merchants Association is a non-profit organization of Exit 53 merchants who want to work with city and other local officials to improve our exit and address issues that will help all of our businesses.**

**The proposed project will be two (2) billboards, (1) north and one (1) south of Exit 53. These billboards will advertise all the businesses available on Exit 53, thus promoting our Exit as a good place to stay, to eat, to shop, or to gas up. Therefore, the more people we can get to stop or stay on Exit 53, the better to acquaint them with Walterboro and the many special interest that are available, such as the antique stores, Great Swamp Sanctuary, Artisan Center, Slave Museum, and so much more.**

**During this time of economic uncertainty we need all the resources available to get the traveling public to visit the Walterboro Exits as this funds our fine City of Walterboro and its many projects.**

**It is our request for funds to keep and maintain the 2 billboards that we presently have, in place.**

**The proposed advertising for the Walterboro Exit 53 Merchants Association.**

**One 20 X 40 billboard, monthly rent \$800.00 per month.....\$9600.00**

**One 14 X 40 billboard, monthly rent \$450.00 per month.....\$5400.00**

**Proposed Annual Cost.....\$15,000.00**

**We feel that it is because of the Exit 53 merchants that Walterboro has the A-Tax and we think that some of these resources should be put back into the promotion of the businesses that provide it.**



INTERNAL REVENUE SERVICE  
P.O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **JUL 14 2009**

WALTERBORO INTERCHANGE 53 MERCHANTS  
ASSN  
1298 SNIDERS HWY  
WALTERBORO, SC 29488

Employer Identification Number:

26-3398711

DLN:

17053043036029

Contact Person:

THOMAS C KOESTER

ID# 31116

Contact Telephone Number:

(877) 829-5500

Accounting Period Ending:

August 31

Form 990 Required:

Yes

Effective Date of Exemption:

October 19, 2008

Contribution Deductibility:

No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax-exempt status we have determined that you are exempt from Federal income tax under section 501(c)(6) of the Internal Revenue Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Please see enclosed Information for Organizations Exempt Under Sections Other Than 501(c)(3) for some helpful information about your responsibilities as an exempt organization.

Sincerely,



Robert Choi  
Director, Exempt Organizations  
Rulings and Agreements

Enclosure: Information for Organizations Exempt Under Sections Other Than 501(c)(3)

# siegel

---

INTERIORS & RENOVATIONS

129 E Washington St

Walterboro SC 29488

843.549.7392

February 23, 2012

Mr. Jeff Lord  
City Manager  
Walterboro City Hall  
242 Hampton St.  
Walterboro, SC 29488

RE: Proposal to Decorate City Council Chambers

Dear Jeff:

Thank you for contacting me about re-decorating the City Council's Chambers. I would like to help you with this project because of my past involvement with City Hall. I can help ensure the continuity of design from room to room, which will make a good impression among visitors and residents alike. I am also committed to our town, and will be diligent in working with local businesses to supply the necessary goods and services to complete the project.

I have outlined the scope of the project per our discussion, and my fees, below.

Project Scope: To replace carpeting and 40 guest chairs in City Council Chambers. Budget permitting, repainting walls and replacing window treatments.

Budget: \$15,000.00

Design Fee: My fees are \$75.00 per hour. I estimate the time required will be ten hours. Thus, my total fee for design will be \$750.00. I will not exceed this amount, and understand that the work has to be completed by June 30, 2012.

I provide full design services in the selection of materials; bidding and receiving quotes from; placing orders; coordinating all work and installations; and, supervising all work performed by third parties (sub-contractors).

Please contact me with any questions. Thanking you, I am,

Sincerely,

Jayne P. Siegel

# Colleton County Veterans Council

P.O. BOX 637  
WALTERBORO, SC 29488

PRINCE TUCKER, JR.  
CHAIRMAN

WILLIAM H. PROCTOR  
CO-CHAIRMAN

JAMES A. WHITE  
COORDINATOR

Date: February 7, 2012

Mr. Jeff Lord, City Manager  
P.O. Box 709  
Walterboro, SC 29488

Dear Mr. Lord:

On behalf of the Colleton County Veterans Council, I am requesting that the Veterans Council be granted permission and scheduled to use the Washington Street Plaza (Waterfall) for Colleton County veterans' activities for this year 2012. The following dates are provided for your consideration and approval.

## Program Activity

Memorial Day - Monday, May 28, 2012  
7:00 a.m. – 10:00 a.m.

## Flag Display (Only)

POW/MIA Day – September 21, 2012  
All Day

Veterans Day – Monday, November 12, 2012  
All Day

We appreciate your assistance. If you have any questions, please give me a call at 549-1412.

Respectfully,

*James A. White*

James A. White,  
Coordinator



*Professional Cycling in the  
South Carolina Heritage Corridor*

Jeff Lord, Mayor Young and City Council  
City of Walterboro  
248 Hampton Street  
Walterboro, SC 29488

February 2, 2012

Dear City Officials:

The Criterium Committee would like to thank the City for your past support and request continued support from the City of Walterboro as we plan for the 10<sup>th</sup> Annual Downtown Walterboro USA Pro Cycling Classic. The bicycle race will again include a Women's Professional Race and three Amateur Races (Masters, Category 5/4, & Category 3/2) in addition to the Men's Professional, Kid's race and Special Needs Kid's race.

The Criterium Committee would like to request the following:

-We ask for use of the **City Parking Lot on Wednesday, May 2, 2012**

With set up to begin in back portion of parking lot on Tuesday

-We ask that you **include sidewalk areas** for the event.

-The **Criterium Course** Street closure Wed, May 2, 2012 between **2pm-10pm**

E. Washington Street **closed for parking at 2pm**

Then **closed to ALL traffic at 3:30pm-10pm**

**Criterium Course street closed from 3:30pm-10pm**

E. Washington from Jefferies Blvd. to Memorial Street

Neyle Street from E. Washington to N. Miller Street

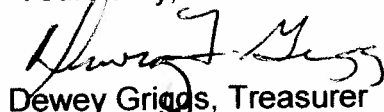
N. Miller Street from Bellinger St. to Hampton Street

Hampton Street from N. Miller Street to Walter Street

Walter Street from Hampton Street to E. Washington Street

This event is one of the few true professional events held in the State of South Carolina. The City of Walterboro is very fortunate to have the opportunity to host this event. The Criterium Committee appreciates the City of Walterboro's continued commitment.

Yours truly,

  
Dewey Griggs, Treasurer

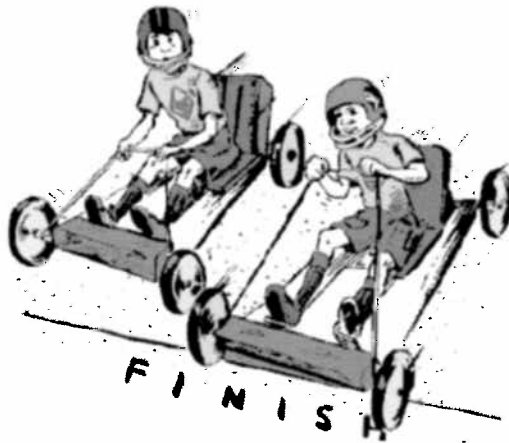
909-8888



Dear Council,

I would like to ask the City of Walterboro Council if we could have permission to close Forest Hills Rd. between South Jefferies Blvd. and Ireland Creek Dr. on March 10, 2012 from 7am to 1pm for our Annual Cubmobile Race. This has been a very successful event for Scouting. We anticipate over 15 cars and 60 scouts and parents. I would like to thank the City of Walterboro for supporting the Boy Scouts of America.

Thank You,  
Connie Carlin  
Cubmaster, Pack 686  
549-0133



Cubscout Promise  
I promise to do my best.  
To do my duty to God and my country,  
To help other people and obey the law of the pack.