

**Walterboro City Council
Special Called Meeting
July 20, 2021
1:00 P.M.**

PRESENT WERE:

Mayor Bill Young, Councilmembers Carl Brown, Judy Bridge and Paul Siegel. City Manager Jeff Molinari, Assistant City Manager Hank Amundson, City Clerk Callie Seals, and City Attorney George Cone were also present. Councilmembers Greg Pryor, James Broderick and Ladson Fishburne were absent from the meeting.

CALL TO ORDER:

Mayor Young called the meeting to order. Councilmember Brown made a motion to enter into Executive Session, and Councilmember Bridge seconded.

EXECUTIVE SESSION:

1. Contractual Matter – Potential Purchase of Property (CSX Railbed).

Councilmember Brown made a motion to go out of Executive Session, and Councilmember Bridge seconded.

OPEN SESSION:

1. Council may take action on matters discussed in Executive Session.

Councilmember Siegel made a motion to authorize the City of Walterboro to enter into an agreement between the City and CSX to acquire all rights, title, and interest, with funds being provided by others, of and into 18.96 acres, and to further authorize the City Manager and City Clerk to sign all required documents therewith, Councilmember Brown seconded.

There being no further business to consider, a motion to adjourn the meeting was made by Councilmember Brown, and Councilmember Bridge seconded.

No further input was received, and the meeting was adjourned at 1:32 p.m.

Submitted by,

Callie Seals
City Clerk

ORDINANCE # 2021-07

AN ORDINANCE TO AMEND ORDINANCE # 2021-03, SO AS TO SET THE LOCAL OPTION SALES TAX CREDIT FACTOR IN THE FISCAL YEAR 2021-2022 BUDGET.

WHEREAS, the fiscal year 2021-2022 budget was adopted with the passage of Ordinance # 2021-03 on June 1, 2021; and,

WHEREAS, City Council has determined that a need exists to amend said budget to set the Local Option Sales Tax Credit Factor for the fiscal year 2021-2022 budget.

NOW, THEREFORE, BE IT ORDAINED BY THE MAYOR AND COUNCIL OF THE CITY OF WALTERBORO, SOUTH CAROLINA, IN COUNCIL ASSEMBLED, that the fiscal year 2021-2022 budget be amended as follows:

1. A local option sales tax credit factor of .001992 shall be established.

This ordinance shall become effective upon adoption.

ADOPTED, this _____ day of August, 2021

William T. Young, Jr.
Mayor

ATTEST:

Jeffrey P. Molinari, City Manager

First Reading: _____

Public Hearing: _____

Second Reading: _____

RESOLUTION NO. 2021-R-12

A RESOLUTION RECOGNIZING

GEORGE W. CONE FOR HIS SERVICE TO THE CITY OF WALTERBORO

WHEREAS, GEORGE CONE is a lifelong resident of the City of Walterboro, and;

WHEREAS, MR. CONE, has been devoted to the citizens of Walterboro and Colleton County serving in many capacities including: County Election Commission, Downtown Walterboro Review Board, General Counsel to the Walterboro Colleton County Airport Commission, Lowcountry Community Action Agency, Colleton County Alcohol and Drug Abuse Commission and many others; and

WHEREAS, MR. CONE served as assistant city attorney with city attorney W.J. McLeod; and

WHEREAS, GEORGE W. CONE has served the city of Walterboro as city attorney for 24 years beginning in July 1997; and

WHEREAS, City Council wishes to acknowledge and thank Mr. Cone for his valued service and his loyalty and devotion to the city of Walterboro; then

LET IT THEREFORE BE RESOLVED by City Council, in council chambers assembled, that we express our sincere and heartfelt appreciation to Mr. Cone for his service to the City of Walterboro and its citizens, and we wish him the best in all his future endeavors.

DONE, this 3rd day of August, 2021.

William T. Young, Jr., Mayor

ATTEST:

Jeffrey P. Molinari, City Manager

RESOLUTION NO. 2021-R-13

**A RESOLUTION OF THE CITY OF WALTERBORO ADOPTING THE
2020 LOWCOUNTRY NATURAL HAZARD MITIGATION PLAN**

WHEREAS the City of Walterboro recognizes the threat that natural hazards pose to people and property within the City of Walterboro; and

WHEREAS the City of Walterboro has been an “official participant” in the planning process of the natural hazard mitigation plan, hereby known as the 2020 Lowcountry Natural Hazard Mitigation Plan prepared by the Lowcountry Council of Governments in accordance with the Disaster Mitigation Act of 2000; and

WHEREAS the 2020 Lowcountry Natural Hazard Mitigation Plan identifies mitigation goals and actions to reduce or eliminate long term risk to people and property in the City of Walterboro from the impacts of future hazards and disasters; and

WHEREAS adoption by the City of Walterboro demonstrates their commitment to hazard mitigation and achieving the goals outlined in the 2020 Lowcountry Natural Hazard Mitigation Plan.

NOW THEREFORE, BE IT RESOLVED BY THE CITY OF WALTERBORO, SOUTH CAROLINA, THAT:

The City of Walterboro endorses and adopts the 2020 Lowcountry Natural Hazard Mitigation Plan.

The resolution shall become effective this 3rd day of August 2021.

William T. Young, Jr.
Mayor

ATTEST:

Jeffrey P. Molinari
City Manager

Colleton County Veterans Council

PO BOX 256
WALTERBORO, SC 29488
843-549-1412

JOHNNY HOLMES, CHAIRMAN

JANET D. SMITH, VA OFFICER
ROBERT TIEGS, TREASURER

DATE: July 22, 2021

TO: City of Walterboro
ATTN: Mr. Jeff Molinari, City Manager

FROM: Johnny Holmes, Chairman CCVC

RE: 2021 Veterans Day Parade

The Colleton County Veterans Council has begun preparing for the Annual Veterans Day parade.

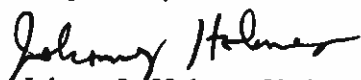
With the City's approval, the parade will be held on Sunday, November 7, 2021, at 3:00 pm. Attached is a copy of the Parade Permit Request and a sketch of the route for your approval. This year we are recognizing our Veterans who served as essential frontline workers in the fight against COVID-19. Trophies will be awarded to the 1st, 2nd and 3rd place best patriotic floats.

In addition to the above, we request permission to post signs to announce the parade and use the City's parking lot to setup 3 Food Vendors. For your consideration, below are the following requests:

- Street Closure for parade route at 2:00 pm (see attached sketch)
- Permission to post 25 signs to announce the parade date and time. (see attached)
- Use of the City's parking lot for 3 Food Vendors from 1:00 pm – 4:00 pm

Thank you in advance for your support.

Respectfully,



Johnny L. Holmes Chairman
Colleton County Veterans Council

CITY OF WALTERBORO
PARADE/PROCESSION PERMIT REQUEST

(PLEASE PRINT INFORMATION REQUESTED)

Application Date: July 22, 2021

1. Person submitting application: Janet D. Smith
Address: 219 S. Lemacks Street, Walterboro
Telephone: 843 549-1412

2. Name of Organization: Colleton County Veterans Council
Chairperson/President: Johnny Holmes
Address: 824 Wesley Grove, Cottageville, SC 29435
Telephone: 843 908-2123

3. Parade Chairman: Johnny Holmes
Address: 824 Wesley Grove, Cottageville, SC 29435
Telephone: 843 908-2123

4. Date/Time of Parade: Sunday, Nov. 7, 2021, 3:00pm

5. Parade Route requested (Attach Sketch) Hampton and Washington Street

6. Number of Vehicles/Floats: 30 Number of Animals: 0

7. Portion (width) of street parade will occupy: _____

8. Additional Information (Upon Request): Street Closure 2:00pm for lineup

Johnny Holmes
Signature/Parade Chairman

Johnny Holmes
Signature/Organization Chairperson

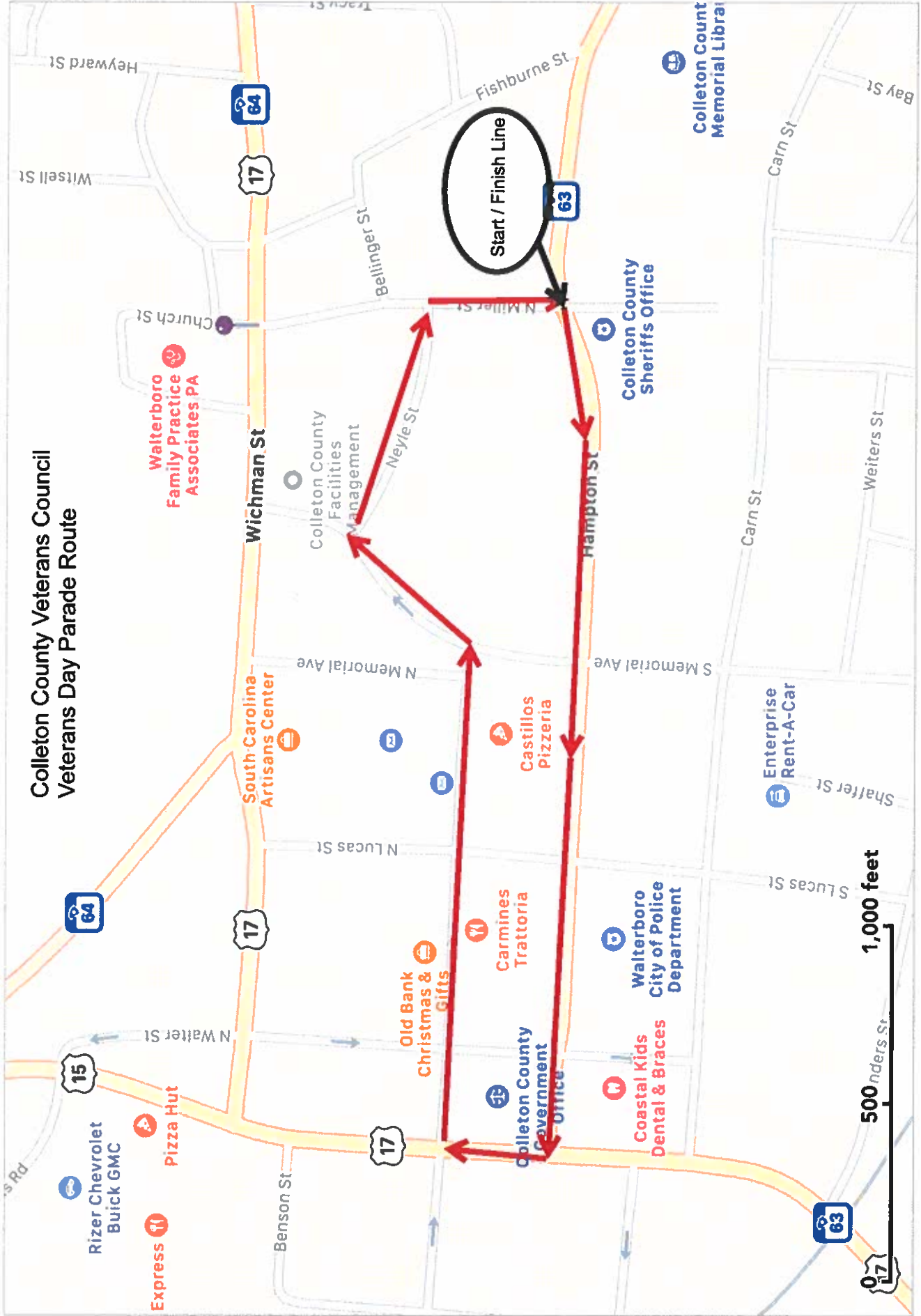
____ Approval _____ Disapproval

Police Chief

City Manager

NOTE: >>> Call Police Chief (782-1032) to confirm Parade/Procession Route three days prior to parade.

Colleton County Veterans Council Veterans Day Parade Route



VETERANS DAY PARADE

SUNDAY, NOV. 7TH

3PM





Accommodations Tax Advisory Committee

To: Walterboro City Council
Cc: Jeffrey P. Molinari, City Manager
From: Accommodations Tax Advisory Committee
Date: July 16, 2021
Re: Approvals at the July 16, 2021 meeting

At its special called meeting held on July 16, 2021, the Accommodations Tax Advisory Committee approved the following requests:

<u>Requests for 30% Designated Marketing Organization</u>	<u>Requested</u>	<u>Approved</u>
Walterboro Tourism Commission	\$50,000	\$50,000
<u>Requests for 65% Tourism Fund</u>	<u>Requested</u>	<u>Approved</u>
City of Walterboro – billboards	\$21,000	\$21,000

Should these requests be approved as submitted, the projected remaining balance for 2021-2022 will be approximately **\$86,129**. The remaining funds will be for consideration at the next scheduled meeting in October 2021. Therefore, the Accommodations Tax Advisory Committee respectfully requests City Council approve these items.

City of Walterboro DMO 30% Accommodations Tax Funding Request 2021-2022

Project Name: Walterboro “The Front Porch of the Lowcountry”
DMO

Amount requested from A-tax: Approx. \$50,000 (30% tourism funding estimate for DMO)

Organization Name: Walterboro Tourism Commission (DMO)

Tax ID Number: 27-0473097

Contact Name: Madison S. Terry
Tourism Director

Address: 100 South Jefferies Blvd.
Walterboro, SC 29488

Phone & fax: 843-782-6080 (office)
843-893-6957 (cell)

Email: mstieglitz@walterborosc.org

Project/Event Description (narrative)

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. The Executive Committee consists of the Mayor of the City of Walterboro/appointee, the City Manager of the City of Walterboro, an appointee of Walterboro City Council, and the Tourism Director as Secretary/Treasurer. As Designated Marketing Organization (DMO) for Walterboro, WTC manages the 30% tourism marketing funding. In a collaborative effort, a marketing plan is being implemented to continue the momentum and direction Walterboro has already developed as “the Front Porch of the Lowcountry”; building upon Walterboro’s success in branding our city with the red rocking chair logo. City Council established and maintain trademarks on our logos.

The 30% tourism funding is estimated at approximately \$50,000. This accommodation tax funding provides for a comprehensive advertising campaign to improve consolidated billboard advertising, cooperative print and multimedia advertising, as well as brochure distribution and visibility.

The duration of this project is fiscal year July 1, 2021, thru June 30, 2022.

Benefit to Tourism and/or the Community

Joint efforts to successfully promote Walterboro's cultural, historical and recreational opportunities insure the long term sustainability and economic development through the growth of the tourism industry. By increasing the profile of Walterboro through this advertising campaign and fostering a better understanding of tourism's role in economic, cultural and social development of our area, these promotional dollars result in increased overall prosperity consistent with the economic development plan and increased overnight stays.

To track effectiveness of this project, we will utilize several tools, including visitor information logs at the Welcome Center, as well leads generated by online advertising.

Tourism is now a \$21 billion industry in the state of South Carolina. This year numbers of visitors to the Walterboro Welcome Center increased, which can be attributed to continued advertising, red rocker branding, increase in brochure materials, increased visibility through PR and events. The SCPRT TAG grant gave us extra coverage and great cooperative advertising opportunities.

30% Accommodations Tax Tourism Marketing Funding Proposal Request 2021-2022

Funding:

Accommodations Tax allocation 30% tourism funding:	\$50,000
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Total Funding	\$50,000
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Expenses:

Advertising

Billboards:	\$50,000
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Project Total	\$50,000
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City of Walterboro

Accommodations Tax Funding Request 2021-2022

Project Name: City of Walterboro Billboard Package 2021-2022

Amount requested from A-tax: \$21,000

Organization Name: City of Walterboro

Tax ID Number: 57-6001119

Contact Name: Madison S. Terry
Tourism Director

Address: 100 South Jefferies Blvd.
Walterboro, SC 29488

Phone & fax: 843-782-6080 (office)
843-893-6857 (cell)

Email: mstieglitz@walterborosc.org

Project/Event Description (narrative)

The City of Walterboro installed four billboards promoting lodging, shopping, and dining in Walterboro along I-95 and in Jacksonboro on Hwy 17 in the Fall of 2008. This package price has remained the same, but several boards have been added free of charge. Specifically, this package includes:

SC Hwy 17 S at Jacksonboro facing north bound traffic
SC Hwy 17 S at Point South facing south bound traffic
SC Hwy 17 S at Pocotaglio facing southbound traffic
SC Hwy17-A just east of the airport facing incoming traffic

I-95 mm 36 Double Board facing north bound traffic
I-95 mm 82, North of St. George facing southbound traffic
I-95 mm 94 Santee Jumbo board facing northbound traffic

The City requests the continuation of these billboards for 2021-2022 as they are a part of the consolidated efforts of the billboard committee and the red rocker branding. It is estimated that \$21,000 is needed to fund this project as vinyl must be replaced due to ineffectiveness.

The start and end date for this billboard contract is **July 1, 2021 thru June 30, 2022.**

Benefit to Tourism and/or the Community

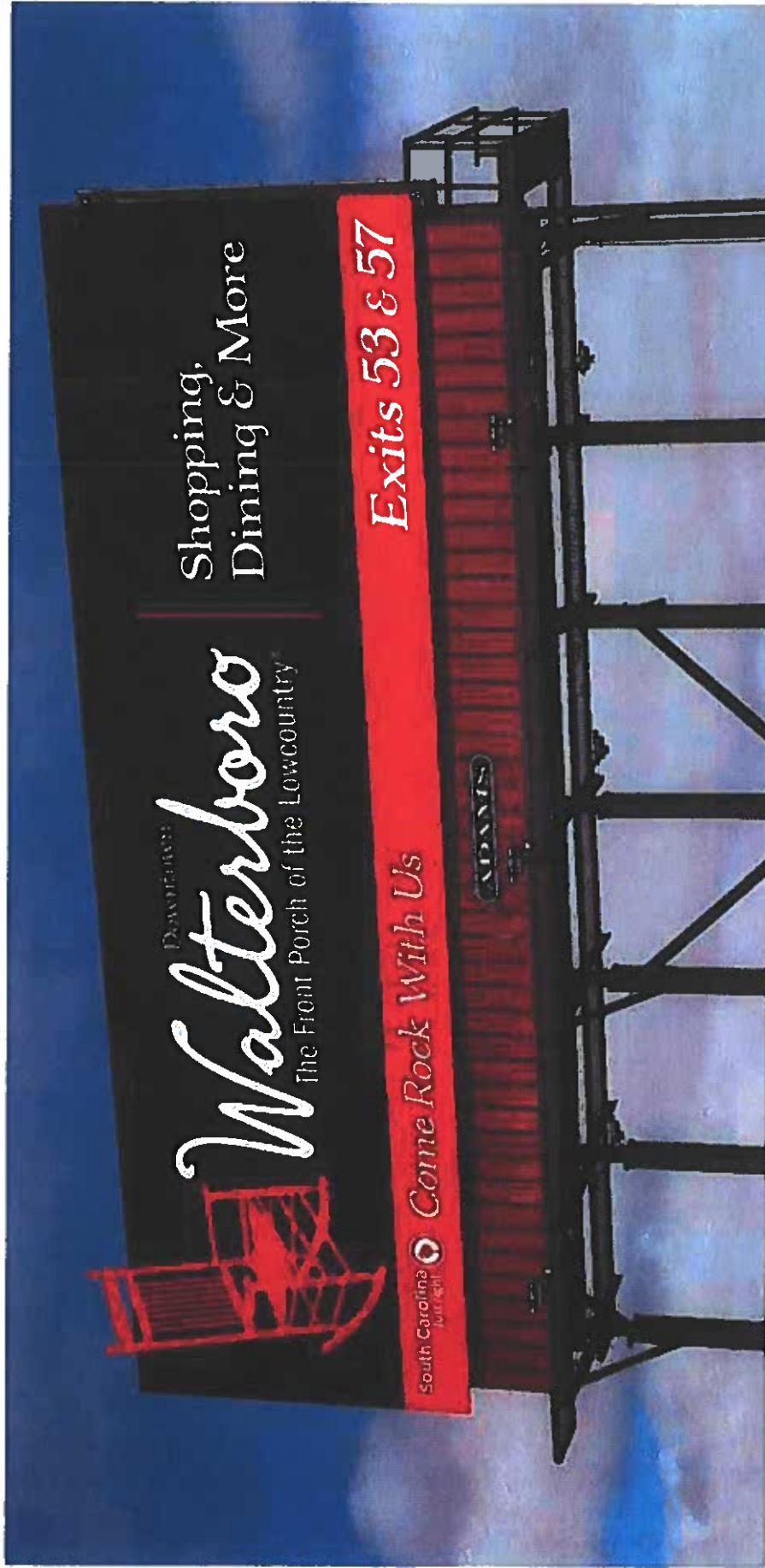
Billboards are Walterboro's most effective Red Rocker branding along the I-95 corridor. The popularity of Walterboro as an overnight stop off I-95 and Hwy 17 has been greatly enhanced by our billboards. Visitors are charmed by Walterboro's quaint atmosphere and are encouraged to return. These tourists stay in the local hotels, eat at our restaurants, shop in our local shops, and patronize local attractions.

The Welcome Center tracks visitors, noting how they found us or heard of us. This tracking shows the effectiveness of this billboard program and that it works to bring both travelers from the Interstate and travelers on Savannah Highway going towards I-95 from Charleston or Myrtle Beach areas for a stay in Walterboro.

Accommodations Tax Funding Proposal Request – 2021-2022

City of Walterboro Billboard Package

\$21,000



Walterboro | Shopping, Dining & More | 14x48 w/ Extension

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