

GREENWOOD CITY COUNCIL

July 16, 2007 - 5:33 p.m.

MINUTES

PRESENT

Council Members: Mayor Nicholson, Niki Hutto, Linda Edwards, Betty Boles, Herbert Vaughn, Johnny Williams and Barbara Turnburke; City Manager; Assistant City Manager; City Clerk; Chris Hudson, Planning Dept.; and Marjorie Blalock of the Greenwood Today.

The City Attorney entered the meeting at 5:37 p.m.

CALL TO ORDER

The meeting in Council Chambers was called to order by Mayor Nicholson at 5:33 p.m. and he welcomed everyone to the meeting.

The Mayor then gave the invocation.

STATEMENT AND
QUORUM

Mayor Nicholson read the following statement, "In accordance with the Freedom of Information Act, Chapter 4, Title 30, Code of Laws of South Carolina, 1976, an agenda has been posted on the front door of City Hall and notification of this meeting has been given to the news media."

The Mayor then asked the City Clerk, Steffanie Dorn, if a quorum was present. She said, "Yes, Mr. Mayor, we have a quorum present."

APPROVAL OF
CONSENT AGENDA

Mayor Nicholson asked for a motion to approve the consent agenda.

Motion to approve the consent agenda was made by Johnny Williams, seconded by Betty Boles.

The Mayor asked, "Are there any questions or discussion? All in favor raise your right hand. So moved."

Motion passed unanimously.

CONSIDER

Ordinance No.
 07-016
 Providing for
 the Issuance
 and Sale from
 Time to Time of
 One or More
 Series of
 Combined Public
 Utility System
 Revenue Bonds
 of the City of
 Greenwood,
 South Carolina,
 Including
 Improvement
 Revenue Bonds
 in the
 Principal
 Amount of Not
 Exceeding Ten
 Million Dollars
 (\$10,000,000),
 and Refunding
 Revenue Bonds
 in the
 Principal
 Amount of Not
 Exceeding Eight
 Million Dollars
 (\$8,000,000);
 and other
 Matters
 Relating
 Thereto.

Under public hearings, Mayor Nicholson said, "The format that we employ at the public hearings is, if there are individuals that would like to speak, we ask that you come to the podium, state your name and address for the record and try to limit your comments to no more than three or four minutes."

The Mayor then read the first item and asked, "Is there anyone here to speak in favor of the issuance of these bonds?"

(2nd reading)

STEVE REEVES

"Mr. Mayor and Members of Council, my name is Steve Reeves and I'm the General Manager of the Greenwood Commissioners of Public Works at 121 West Court Avenue. I believe the project listed has already been reviewed with you in much detail but I'm here to answer any questions you may have. I also have Mr. Robert Galloway in attendance tonight to address the ordinance in more detail of any changes that have occurred since first reading. Thank you."

- ROBERT GALLOWAY "Thank you, Mr. Mayor and Members of Council. I'm Robert Galloway with Haynsworth Sinkler Boyd, a Greenville law firm, providing counsel for the Commissioners of Public Works. I came before you in May for the first reading of this item. The only changes that have been made to the ordinance since that day are of the technical variety plus the inclusion of language required by the bond insurer. The way these bonds are typically done these days is AAA bond insurance is purchased as part of the issuance of the bonds. The delay between the first and second reading was to get the bonds in position to be marketed and choosing the insurance company. It's a company called NBIA which insured the last issuance two years ago for the Commissioners. That's predominately what's been changed in the ordinance since you gave it first reading. I'll be glad to answer any questions."
- STEVEN BROWN "Robert, this morning when we were talking, did I understand that the last part of the ordinance title needs to be revised?"
- ROBERT GALLOWAY "Well, not as such, Mr. Brown. There are two components that are being authorized. One is not exceeding \$10 million of bonds for construction projects which are listed in the ordinance that Mr. Reeves referred to. The interest rates aren't low enough right now for the refunding of not exceeding \$8 million, Mr. Brown. This approval would authorize that to be done in a separate issue a year from now, or in six months, if the interest rates got low enough and the conditions were right. It's just that currently they're not expected to be issued right now."
- STEVEN BROWN "You may choose not to refund existing bonds now, but the proposed ordinance allows the CPW to do so at a later date."
- ROBERT GALLOWAY "That's correct. It's one or more issues."
- STEVEN BROWN "This morning, when you said that refunding is not going to be done, I took it to mean not ever. What you were really saying is it could be delayed."
- ROBERT GALLOWAY "It could be. It'll be like refinancing a home mortgage. If rates dropped low enough, it would make sense to do it right now. However, there is definitely going to be an issue of just below \$10 million for the construction projects at this time."
- MAYOR NICHOLSON "Okay. Is there anyone else who have questions for Mr. Galloway? Is there anyone else to speak in favor of the issuance of bonds? Is there anyone opposing? Okay."

Seeing and hearing no further comments, we will close the public hearing.

This is the second reading. Do I have a motion?"

Motion was made by Johnny Williams, seconded by Niki Hutto.

"Is there any discussion? All in favor raise your right hand. So moved."

Motion passed unanimously.

- attach -

CONSIDER

Ordinance No.
07-021 Amending
the City of
Greenwood's
Official Zoning
Map (Ordinance
No. 04-020) by
Rezoning
Properties
Located at 718,
720 and 722
Monument Street
from R10
(Residential -
High Density)
to CC (Core
Commercial).

(1st reading)

Mayor Nicholson read the second item and asked, "Mr. Brown, do you have any comments before we go into public hearing?"

STEVEN BROWN

"Chris is here from the Planning staff to answer any questions and give you some information about what happened at the Planning Commission. These three properties are owned by the library and will become a part of the new library property."

CHRISTOPHER
HUDSON

"My name is Chris Hudson and I work for Phil Lindler who is out of town."

The three properties in question are at Monument Street and Marion Avenues as you can see (pointing). They are a part of an ongoing effort to assemble properties for the new library and will be rezoned to Core Commercial. As I understand it, other properties along the library have already been rezoned and the property will be assembled behind those as well."

STEVEN BROWN "Do you anticipate, as some of the adjacent properties are purchased, that the library will ask City Council to rezone them as Core Commercial also?"

CHRISTOPHER HUDSON "Yes, I do."

STEVEN BROWN "It hasn't been determined when that will take place?"

CHRISTOPHER HUDSON "Not that I know of right now. We don't know if those properties will be assembled but I know that it's in the works and ongoing."

STEVEN BROWN "This rezoning applies to three properties?"

MAYOR NICHOLSON "Yes. But they're looking at doing the whole block, right?"

CHRISTOPHER HUDSON "Yes, that's correct. That's in the future and this is a step towards the eventual rezoning of the entire area."

STEVEN BROWN "Mr. Mayor, I want City Council know that the Planning Commission also recommended the closing of the road and I separated that into two matters for you to consider. So, you have the rezoning now and on item #4 you will deal with the road closing later."

MAYOR NICHOLSON "Okay. Thank you, Chris. Is there anyone else to speak in favor of this rezoning request? Is there anyone opposing? Okay. Seeing and hearing no other, we will close the public hearing.

Okay. Do I have a motion from Council?"

Motion was made by Niki Hutto, seconded by Barbara Turnburke that the zoning request be approved.

"Is there any further discussion? All in favor raise your right hand. So moved."

Motion passed unanimously.

CONSIDER

Mayor Nicholson read the third item and recognized Chris Hudson of the Planning Department.

Ordinance No.
07-022 Amending
the City of
Greenwood's
Official Zoning
Map (Ordinance
No. 04-020) by
Rezoning
Properties
Located at 602,
608, 614 & 618
Edgefield Street
and 311 & 312
Park Avenue from
R10 (Residential
- High Density)
to GC (General
Commercial).

(1st reading)

CHRISTOPHER
HUDSON

"Mr. Mayor and Council Members, the properties in question are these (pointing). Ms. Griffith properties are 614 and 612 and these other properties have been thrown in (pointing). The properties on the corner of Park and Edgefield are currently used as commercial even though they're a long standing nonconforming use. These are vacant properties (pointing) and this property owner, Mrs. Margaret Goode, has included her property for Core Commercial as well. So it will be all these properties that you'll be considering. The move is to improve the level of conformity and allow for commercial uses on these properties that are currently residential."

NIKI HUTTO

"This is actually asking for General Commercial, as compared to Core Commercial. To me the whole idea looks like we have more Core Commercial. With these properties being close to other Core Commercial complexes, it would seem more in line to go Core Commercial than General Commercial which opens up other avenues. So did they not consider Core Commercial? It makes more sense to me than General Commercial."

CHRISTOPHER

"The applicants preferred General Commercial for the

HUDSON use that they have in mind for the property. Also, even though Core Commercial would be contiguous, it would allow for much of the same things that General Commercial with some differences such as parking."

BETTY BOLES "Is that area in green, residential (pointing)?"

CHRISTOPHER HUDSON "That is and will remain residential. It was not included in this request."

STEVEN BROWN "Who owns the first lot coming from Washington?"

CHRISTOPHER HUDSON "I do not have that information with me but it's not included."

STEVEN BROWN "Mrs. Griffith has two vacant lots?"

CHRISTOPHER HUDSON "Yes, sir. It's 312 (Park) and 614 Edgefield Street."

NIKI HUTTO "Would the nonconforming uses that are presently there conform under Core Commercial?"

CHRISTOPHER HUDSON "That's correct."

MAYOR NICHOLSON "Okay. Are there any other questions for Chris? Thank you, Chris. Okay. Is there anyone that wants to speak in favor of the zoning request?"

MARGARET GRIFFITH "I've noticed from his comments that my two lots on Edgefield Street that's 614 and 618 weren't mentioned and I don't see them and 312 Park listed. My reason for making this request is I have a sale for this property. I've been desperately trying to sell them for nine years since my husband passed away. He tried for many years before then.

I have a sale pending for that property and I told the potential buyer that it was zoned for commercial. I later learned that it had been changed to residential. In my letter to Mr. Lindler, I've outlined the purpose for which he wanted to buy this property. It's the only opportunity I've had to sell it in all these years and I respectfully request this rezoning request takes place so that I can get rid of it. It's just a burden and I have no intention of ever using it.

It would just be a real delight for me to be able to get rid of this property and the person is anxious to buy it. This property is just a burden to me. I thank you so much."

STEVEN BROWN "Ms. Griffith, tell City Council what the buyer intends to do with the property?"

MARGARET GRIFFITH "He told me he has a small weed control company."

STEVEN BROWN "You mean landscaping?"

MARGARET GRIFFITH "No. He said mainly what he does is just go anywhere he has the opportunity and sprays chemicals."

STEVEN BROWN "Is it like 'Chem Care'? Would that be a permitted use in Core Commercial?"

CHRISTOPHER HUDSON "I'm checking to make sure but I believe that he won't be able to have that business on the property. That's just where his offices are going to be."

STEVEN BROWN "What would the classification be under the ordinance?"

CHRISTOPHER HUDSON "I don't see anything under Core Commercial that would fit. That's why we recommended GC."

MARGARET GRIFFITH "I'm sure that, if he would purchase it, he would spray and take care of the lot so he wouldn't have the same problems I've had with trying to keep it mowed and under control."

CHRISTOPHER HUDSON "Nothing other than 'General Office' is allowed in Core Commercial."

MAYOR NICHOLSON "Chris, what do you mean by General Office?"

CHRISTOPHER HUDSON "Other types of offices such as office buildings, government services and other offices. The office for his business would be there (pointing)."

BETTY BOLES "What about storing equipment?"

STEVEN BROWN "I don't know if there's anything that actually fits but a pest and insect control business is allowed within General Commercial but not under Core Commercial. It is my understanding from Phil that the buyer's intended use does not fit Core Commercial."

MAYOR NICHOLSON "Okay. So that's why it went GC?"

CHRISTOPHER HUDSON "That's the only recommendation."

JOHNNY WILLIAMS "They want General Commercial?"

NIKI HUTTO "Yes, they want General Commercial. I just asked why not Core Commercial because that's basically what we have in that area. With the growth that is going on, it would be more conducive for that area in the Master Plan to have all of that as Core Commercial. I was curious."

MAYOR NICHOLSON "Thank you, Ms. Griffith. Is there anyone else to speak in favor of this zoning request?"

MARGARET GRIFFITH "Excuse me but Mr. George Jones was not able to be here today but he has an interest in this and is anxious to get it changed to General Commercial."

MAYOR NICHOLSON "Okay. Is there anyone to speak opposing the rezoning request? Okay, seeing and hearing none, we will close the public hearing. Ms. Edwards, did you have a motion?"

LINDA EDWARDS "Yeah. I was going to motion that we table this until we know exactly what you want to classify this property and what the buyer's intention is. You still have residential property and people living in homes on Edgefield Street. We need to know if he's going to store the supplies there or somewhere else before we assign a classification and end up with something sitting there that we might regret."

Motion to table any action was made by Linda Edwards, seconded by Betty Boles.

MAYOR NICHOLSON "Is there any further discussion? All in favor raise your right hand. So moved."

Motion passed unanimously.

"We will discuss this request, Ms. Griffith, and it'll probably be back on the agenda next month when we get some questions answered. Mr. Brown or Charlie will get in touch with you. Thank you."

CONSIDER Mayor Nicholson read the fourth item and recognized the City Manager.

Resolution No.
07-006 to
Authorize City
Manager to

Request the
South Carolina
Department of
Transportation
to Abandon
Approximately
330' of
Monument
Street.

STEVEN BROWN

"Mr. Mayor, since the Greenwood County Library owns all the properties on both sides of the street. They have requested the Planning Commission conduct a hearing about the closing of approximately 330' between Washington and Marion.

Even though it is a State Road, City Council is being asked to consider closing it, if and when the State agrees to deed the property back to the City. So, if you vote and state your intentions to close it tonight, we will have to request the property be deeded to the City. At the time we have the deed, we would then have to draft an ordinance to actually abandon that portion of the road.

I haven't talked with Mr. Welch but there's a new section in the code that states we must issue a public notice in the paper to notify all adjacent property owners. Since the library owns the property, we would have to notify them. It's probably not going to be that difficult to meet the law if we have to do it."

STEVE WELCH

"Since it's owned by the library on both sides of the road, once the State abandons and deeds it back, we may be able to save a little money and just get a release from the library. That's the way we did for Lander University."

MAYOR NICHOLSON

"Okay. Is there anyone else to speak in favor of the abandonment and closure of this street? Is there anyone opposing? Alright, seeing and hearing none, we will close the public hearing.

Do I have a motion?"

Motion was made by Niki Hutto, seconded by Barbara Turnburke.

"Is there any further discussion? All in favor raise

your right hand. So moved."

Motion passed unanimously.

- attach -

CONSIDER

Ordinance No. 07-019 Amending the City of Greenwood's Official Zoning Map (Ordinance No. 04-020) by Rezoning Property Located at 510 & 514 Maxwell Avenue from NC (Neighborhood Commercial) to LIW (Limited Industrial/Warehousing).

Under unfinished business, Mayor Nicholson read the first item and asked for a motion.

Motion was made by Johnny Williams, seconded by Herbert Vaughn.

"Is there any discussion? All in favor raise your right hand. So moved."

Motion passed unanimously.

- attach -

(2nd reading)

CONSIDER

Ordinance No. 07-018 Annexing, 186.40 Acres Owned by the Genetic Endowment of South Carolina.

Under new business, Mayor Nicholson read the first item and recognized the City Manager.

STEVEN BROWN

"Mr. Mayor, we have been awaiting this petition for some period of time. The Genetic Endowment of South Carolina owns the 186 acres. Their board has voted to authorize the signature on the petition. This process is different from some of the past annexations with the Genetic Center. This is what I would describe as an 'unknown commodity' because we do not know what the actual mix of the tenants will be at this time.

It's very easy to say that a genetic center is tax exempt. However, the way I understand it is there could very well be some for-profit, tax paying businesses located there. While the Genetic Center is tax exempt, they could market their property. None of us knows what it will be when it is completed, but there will be one main thoroughfare going through the center. The Board will ask the City to accept that property into the road system. They will not be asking you for any type of reimbursements or anything of that nature.

This certainly gives an opportunity for the City to be involved in this new development and bring in some businesses that may increase our tax base. It'll be very good for our partner, The Commissioners of Public Works, because it's not cheap for them. They're putting money into this project as a long term investment by serving it with electricity, water and gas for being inside of the City. I would certainly recommend that you take first reading on this annexation ordinance. Mr. Reeves, Charlie and I will be glad to answer any questions."

MAYOR NICHOLSON

"Okay. Do I have a motion?"

A motion was made by Niki Hutto, seconded by Barbara Turnburke.

"Are there any questions or further discussion?"

STEVEN BROWN

"Let me just explain one more thing before you vote because I want you to know everything. I was concerned about the zoning designation for this so we have mirrored the Planned Development District regulations that were approved for the Genetic Center. The property will have the same stipulations as the original planned development."

NIKI HUTTO

"Okay. So it won't be an OPI but a PDD?"

STEVEN BROWN "It will not be an OPI but a part of the Planned Development District."

NIKI HUTTO "So it's somewhat like the hospital?"

STEVEN BROWN "Since the original PDD was approved by County Council, we took those documents and attached them to your ordinance so that there will be no confusion about what regulation they will need to abide by."

BETTY BOLES "So would this affect us? You've said something about selling the property for profit?"

STEVEN BROWN "I'm saying they will market the entire tract of land but we do not know at this time who will be tenants. There will be companies, service agencies and whatever. I don't really know all of the technical terms but they will partner and serve the present Genetic Center with basically the same goals."

NIKI HUTTO "So some nonprofits can be a lab that sells technology or a for-profit laboratory that sells a diagnostic service which features genetic testing or screening for the public."

MAYOR NICHOLSON "If they charge a fee, they can pay taxes. Are there any other questions or further discussion? All in favor raise your right hand. So moved."

Motion passed unanimously.

- attach -

CONSIDER Mayor Nicholson read the second item and recognized the Assistant City Manager.

Resolution No.
07-005
Endorsing the
Expenditure of
City Funds as a
Required match
for a South
Carolina
Department of

Transportation
Enhancement
Grant
Application for
South Main
Street
Improvements.

CHARLES
BARRINEAU

"Mr. Mayor and Members of Council, we've explained this briefly at the work session. As I have mentioned, the City is ineligible to apply for enhancement funds this year, however the County is and they have agreed to apply for up to \$200,000. If we receive the \$200,000, we're required to put down a \$50,000 match.

We think this is a great opportunity to partner with the County. Our proposal would be to basically piggyback on what we've already done from the old railroad corridor up to the Inn on the Square where we've put new lighting and a sign last year. We propose to remove the median in front of the new library and add oak trees to extend that boulevard effect further down South Main. We would also enhance the landscaping and lighting within the right-of-way of the proposed new library. So we think it's a great opportunity for us to seek some federal dollars to pay for things that will enhance the campus.

At this point we want you to understand that, if we get the award, you will authorize us to provide the funds. We won't know until the Spring of 2008 if we are awarded. My guess is this project wouldn't be constructed until the end of 2008 or the first of 2009. I'll be glad to answer any questions."

MAYOR NICHOLSON

"Did you ever get in touch with Mr. Carnell?"

CHARLES
BARRINEAU

"I have touched base with Mr. Carnell and we'll set up a meeting with him as soon as you all authorize this. We'll keep him abreast of what we're doing."

STEVEN BROWN

"May I be perfectly honest and frank with City Council? We could just as well say, 'Let's wait.', but it's a known fact that we need to take advantage of Mr. Cornell being where he is. We don't know what's going to happen with the Commission appointments under the new legislation but we've never got any of this money until Mr. Cornell was in that position. While he's there, we need to submit these grants to get our portion of it because it's not promised to us in four to five years. If it was something that we can count on, then we may delay.

We got a lot going on and we certainly need to slow down a little bit but, if we don't take advantage while our moneys are there, he may not come back again. That's all we're trying to do. If City Council feels we're doing too much, we'll back off. While the break may certainly be easy on us, we're just trying to get as much as we can for the City. Am I wrong?"

MAYOR NICHOLSON

"No. Do I have a motion?"

Motion was made by Niki Hutto, seconded by Betty Boles.

"Is there any further discussion? All in favor raise your right hand. So moved."

The motion passed unanimously.

CONSIDER

Reappointing
Sara Ouzts to
the City of
Greenwood
Housing
Authority Board
of
Commissioners.

Mayor Nicholson read the third item and said, "Ms. Ouzts has been serving on the Board since her husband passed away. I think she does a great job and wants to continue to serve."

STEVEN BROWN

"She does a great job, attends meetings, is very active and has a desire to continue serving."

MAYOR NICHOLSON

"Okay. Do I have a motion that we reappoint Ms. Ouzts?"

Motion was made by Johnny Williams, seconded by Betty Boles.

"Is there any discussion? All in favor raise your right hand? So moved."

Motion passed unanimously.

CONSIDER Mayor Nicholson read the fourth item and recognized the City Manager.

Request from
Neighborhood
Association for
Funds to
Support
National Night
Out.

STEVEN BROWN "Mr. Mayor, you have received a letter from Toni Able, with the Neighborhood Association, requesting \$1,500 to support National Night Out. In the past, you have funded it at \$1,000. She did not have any information as to what or if Ware Shoals, Ninety Six and the County are donating. I'm not recommending that we wait but I would assume that everybody in the City of Greenwood participates. I'd assume that she's asking monies from everyone else, but we have funded it at \$1,000 in the past."

MAYOR NICHOLSON "Could one of the reasons for the raise be the increase of more neighborhood associations?"

STEVEN BROWN "I think it's like the Festival of Discovery. It started out very small but has grown. While I don't have a budget, Ms. Turnburke, who's very involved with this, can respond to that.

It's your decision, but I certainly would recommend that we put some monies into it. A large majority of the neighborhoods are inside of the City."

MAYOR NICHOLSON "Alright. Do I have a motion that we fund it?"

BARBARA TURNBURKE "I would like for us to support it but I must refrain from voting because I do represent the neighborhoods on the Chamber Board."

Motion to fund \$1,500 was made by Betty Boles, seconded by Johnny Williams.

MAYOR NICHOLSON "Is there any further discussion?"

LINDA EDWARDS "What does the Chamber ask the others to give? We've never been told, or maybe it's never been asked. Does

everybody contribute the same or less?"

MAYOR NICHOLSON

"In the past, the County has contributed \$1,000. I don't know whether the smaller municipalities have contributed anything or not. Do you all know of anything?"

STEVEN BROWN

"The County usually matches whatever we have done. I don't know about the other entities, but I know the County has put money in it."

CHARLES
BARRINEAU

"She also gets money from private donors and other agencies."

BARBARA
TURNBURKE

"It costs well over \$4,000."

MAYOR NICHOLSON

"Is there any other discussion or questions? All in favor raise your right hand? So moved."

Those who voted in favor of funding \$1,500 were Mayor Nicholson, Niki Hutto, Betty Boles, Herbert Vaughn, and Johnny Williams. Linda Edwards did not vote and Barbara Turnburke abstained.

Motion passed.

CONSIDER

Mayor Nicholson read the fifth item and recognized the City Manager.

Authorizing the
City Manager
and Finance
Director to
Establish a
Onetime Loan
Pool Program
for the Emerald
Triangle Façade
Improvement
Project.

CHARLIE
BARRINEAU

"Mr. Mayor and Members of Council, as we have explained at the last meeting, the amount of the façade improvement contract was greater than the amount of grant money we

had available. We have asked the property owners if they would be interested in a one-time loan program from the City to assist them in providing additional funds for improvements and received requests of over \$300,000. Right now, you have approximately \$260,000 in your oldest Community Development Fund account. The City Manager and I briefly talked with the Finance Director and, if Council so chose there can be approximately \$200,000 available to be loaned.

It's our recommendation that we would follow the same loan guidelines as the Uptown Development Corporation Loan Pool Program. Basically, we would have the individual to fill out a credit application, just like you would at a bank, and check into their background. We would like for you to consider the rate of three percent over a five year term. You may say that sounds low but we fully believe that the more we do now, the bigger return we're going to get in the long run. This money is just sitting in the bank right now and this loan pool will put it to work. If you are interested in paying the legal fees at the closings, you can include that in your motion."

STEVEN BROWN

"Mr. Mayor, in hearing Charlie's presentation, I would like City Council to authorize the City Attorney to do the closings. In years past, I've seen where some of the other municipal attorneys work with individual property owners.

Sometimes we don't get our best documents and I don't know whether \$350 is an equal amount but, if you will authorize Mr. Welch to do it, he can make sure that the loan packet is together and represent the City's best interest."

STEVE WELCH

"In order for me to do that, you would have to make it a part of the rules."

STEVEN BROWN

"A part of what?"

NIKI HUTTO

"Are you allowed to do that?"

STEVEN WELCH

"I can actually do the closings but I must provide a sheet that basically advises them that they may need their own attorney because I won't represent their interest."

CHARLIE
BARRINEAU

"You've heard me say that you have \$300,000 in requests but I'm only asking for \$200,000. We will be making a

similar presentation to the Uptown Development Corporation Board to see if they have some funds available also. Again, I stress this is a one-time loan pool and we'll get this money back in five years. If they don't pay it back, we'll have stipulations that'll use the legal wherewithal, such as liens, to make sure we get our money back."

MAYOR NICHOLSON "Did you ever check with Sam Leaman?"

CHARLIE BARRINEAU "We did. Sam was very excited. They have the money available however their rate is about six to seven percent. I think some of our property owners will take it but they're looking for the best deal."

NIKI HUTTO "Well, if they wanted to do more they could try to get a loan with them."

CHARLIE BARRINEAU "Sure. The other thing with Sam's monies is they don't like using leases and a lot of these properties are going to be leased out. As I've told you, the bid that we received for the façade improvements was \$1.3 million. With the grant money we have and the amount of money that's being committed, we're going to be close to getting the entire project to \$1 million. So we're going to get a lot of work done."

MAYOR NICHOLSON "Okay. Do I have a motion that we authorize the City Manager and Financial Director to establish the one-time loan pool with the City Attorney doing the closings?"

Motion was made by Johnny Williams, seconded by Barbara Turnburke.

"Is there any further discussion? All in favor raise your right hand. So moved."

Motion passed unanimously.

CONSIDER Mayor Nicholson read the last item and Kelly McWorter.

Request from
the Greenwood
City/County
Tourism
Advisory Board.

STEVEN BROWN

"Mr. Mayor, let me make a comment first. The Mayor and Ms. Hutto represent City Council on the Tourism Advisory Board. The reason Kelly will make a request to you tonight is we promised both City and County Councils that prior to us spending unbudgeted funds, we would ask you for your approval."

KELLY MCWHORTER

"Thank you, Mr. Mayor and Members of Council. I'll just briefly go through the proposal that was presented to us by Roper, Young and Randall Travel Marketing. His objective of the proposal was to develop a research based, strategic marketing plan to position the Greenwood area as a travel and tourism destination of choice. Before I move forward, I'd like for you to envision this as somewhat of our tourism office master plan, direction or guide.

The methodology he recommends is five parts. One is consisting of mystery shopping.

A professional team will come to our area and evaluate the region from the prospective of the traveler. We will not know when they come or what the results are until the very end. They will also have initial meetings with selective staff and industry representatives. In marketing materials analysis, they will look at all of the brochures that we have produced thus far, analyze them, and recommend what needs to be changed, etc.

They will also do a confidential property survey with all the area lodging properties. They will compare their data to a national travel research group, Smith Travel Research, for us to insure an understanding of our particular lodging market in the Greenwood area. They will also, as far as visitor research goes, conduct random sample surveys, intercept interviews and of course data analysis from their findings.

They will conduct an organization and performance review of the Tourism Office. They will investigate tourism program funding, the governance of it, and marketing program of work and results measures. Keep in mind we're a very new organization so some of these will be a little bit more challenging for them than others simply because we've only been in existence for a number of months. They will also develop a strategic marketing plan from their findings and it will include a lodging report, the current status of our tourism, research results, recommended growth objectives, target audiences, our marketing strategies, project development and long term planning.

They will produce a number of reports combining into an executive summary. Their general presentation to the community of their findings will include recommendations of market branding, positioning and strategies. They will tell us who our targeted audiences are and should be, our recommended product development and organizational strategies. They will look at the type of work our administrative assistant and I am doing and recommended funding, tracking and measurement.

Before I represent the actual dollar figure, I want to let you know that we have done some research with similar sized communities in Georgia and North Carolina such as Macon, Augusta, Stanley County (which is in North Carolina), Rock Hill and Noonan, Georgia. I just want to tell you how fortunate I feel that our City and County government have combined forces in this organization. Several are not operating the way that we are and it was a real eye opener to find that there's division in some of these communities.

It's nice to work with a group that believes in partnering and joining forces to accomplish this.

The total figure for the project is \$57,500. We do have grant money available from the Heritage Corridor to supplement with product development money. We also have some money in reserve for this and are asking for your approval and support. I would also be glad to entertain any questions you may have."

STEVEN BROWN

"When we first started talking about a tourism effort, we met PRT officials. They asked us our vision for Greenwood County and surrounding areas. We learned quickly that there was no vision relating to tourism. We also determined that grant funds are limited unless the requesting entity has a "Tourism Plan".

If you consider City Center Master Plan, you now realize how much money has been generated because we had a plan. I think our tourism plan will do the same thing for us in the tourism effort. It will identify strengths, and it will show our weaknesses. We'll answer any questions."

NIKI HUTTO

"Well, the similarity that you made with the City Center Master Plan as to how the concept research helped us move forward and leverage monies made sense. On listening to the advisory committee, that's not just staff and local officials but restaurateurs and hoteliers, they are the ones that have agreed to this study. So it was a consensus from the actual people that are collecting accommodations and hospitality tax that wanted to target

and spend money wisely on that aspect as well."

- MAYOR NICHOLSON "I was present at the presentation and he did an excellent job. It really emphasized what we have here and what we really need to build upon. We're not Myrtle Beach or Greenville but we have resources here that need to be marketed. We're not getting people to stay for a week but for a weekend or overnight to fill those beds. So I think it will be a move in the right direction. I think we have a lot of things to offer people who'll stay a night or two in our community."
- KELLY MCWHORTER "We will have direction on marketing. He will not develop the marketing plan but will work with some of our local firms and bring us the research to base what we want to do and that's a very important part. He made sure we understood that when he gave his proposal."
- MAYOR NICHOLSON "Okay. Is there any other questions or discussion?"
- BETTY BOLES "Are you asking for \$57,000 from the County and other agencies?"
- CHARLES BARRINEAU "It'll come out of the three percent accommodations tax."
- BETTY BOLES "Is the committee asking that the full \$57,000 come from the City?"
- CHARLES BARRINEAU "Remember, we collect on behalf of the County so it's every hotel."
- BETTY BOLES "Didn't you name another source of funding?"
- KELLY MCWHORTER "A possible grant supplementation from the Heritage Corridor."
- BETTY BOLES "Which will be how much?"
- KELLY MCWHORTER "It can be up to \$20,000."
- CHARLES BARRINEAU "But we're hoping that almost half of this can be supplemented."
- KELLY MCWHORTER "We're not beyond entertaining other grant requests so I'll do some research."
- BETTY BOLES "Is there a variation in the size of Greenwood versus Rock Hill?"
- KELLY MCWHORTER "Actually, the one that was closest in size to us was

Stanley County, North Carolina.

They had two staff people like us and were the one that we really modeled our comparison. York County is larger, but those were some of the areas that he most recently worked with."

BETTY BOLES "Once this project was done, what was the overall change or advantage that it made for the City?"

KELLY MCWHORTER "Several people commented that their overall revenue from the accommodations tax increased anywhere from 9% to 15% on a yearly basis. Some were even able to afford to build conference centers. Those were the kinds of recommendations that Mr. Young provided.

In Noonan, Georgia, the city keeps their accommodations tax separate from the county. That was one of the examples of governments working in almost separate paths. I'm excited that we're going to be on the same path."

BETTY BOLES "It sounds good."

CHARLES BARRINEAU "If you remember, Mrs. Boles, we have a reserve because we collected that accommodations tax for a year before we spent any money."

BETTY BOLES "Right. I'm just inquiring because, to invest that kind of money, this project must bring forth tourism into the City. In meeting with everybody, what would you say would bring me to Greenwood?"

KELLY MCWHORTER "Right now from our research, it's been more of the little things that we don't know about such as sporting events, family reunions, fishing tournaments, and special events. We want to find whatever other niches and markets that we're missing."

BETTY BOLES "Someone asked me that question this weekend."

STEVEN BROWN "Family reunions are a big industry."

CHARLIE BARRINEAU "To reiterate what Mr. Brown mentioned the City Center Master Plan costs in the neighborhood of \$70,000 and we have leveraged over \$8 million."

BETTY BOLES "I went to that seminar and thought it was very well put together."

MAYOR NICHOLSON "Alright. Are there any other questions? Do I have a motion that we support her in this request?"

Motion was made by Barbara Turnburke, seconded by Johnny Williams.

"Is there any further discussion? All in favor raise your right hand? So moved."

Motion passed unanimously.

CITY COUNCIL COMMENTS	Mayor Nicholson asked if there were any comments from City Council Members.
NIKI HUTTO	"I just want to formally thank Mr. Brown, Mr. Barrineau, Mrs. Angela Jones, police, fire, County EMS, Kelly, Finance and CPW for a job well done. It was a great time. I've talked to various different people from all over and the Mayor and I were able to taste some 'Anything But' BBQ which was a very interesting assortment of foods and concoctions. We were even educated in official judging from a rather unique fellow that taught us how to look at the appearance, taste and texture of food. There were people from all over of all ages. The restaurants and hotels were packed. It was just a pleasure to see a lot of hard work from a very dedicated staff and, as a City Councilwoman, I thank you."
MAYOR NICHOLSON	"Is there anybody else?"
BETTY BOLES	"Try not to plan the Festival of Discovery during the conference so that we can attend."
MAYOR NICHOLSON	"The conference was earlier this year."
CHARLES BARRINAU	"The festival will be the 10 th , 11 th and 12 th of July 2008."
NIKI HUTTO	"When and where will the Municipal Association annual meeting be held?"
MAYOR NICHOLSON	"It's going to be in Charleston."
CHARLES BARRINEAU	"It'll probably be close to the last weekend in July."
MAYOR NICHOLSON	"A special group I want to thank is Billy Allen and Robert Anty. Their people did a tremendous job and Robert is always upbeat when I talk to him."

I know they're out early in the morning and, Steve, the people just praised Charlie for the power and everything while setting up."

NIKI HUTTO "One other comment from one of the private contributors was he felt that, of all the events he sponsored, he got more bang for his buck and it was money well spent."

MAYOR NICHOLSON "I've heard a lot of positive things from Greenwood Today also."

CHARLES BARRINEAU "You must see the hotdog eating contest video."

MARGIE BLALOCK "We are also featuring a picture and video gallery, plus your interview with Channel 4."

MAYOR NICHOLSON "I heard a lot of positive things about his interview. At the reception, someone asked me if barbeque is a noun or a verb."

MARGIE BLALOCK "And if barbecue was spelled with a 'c' or a 'q'!"

CITY MANAGER Mayor Nicholson asked if there were any comments from the
COMMENTS City Manager.

STEVEN BROWN "We have that joint meeting with County Council on the 24th of July at 4 o'clock in the afternoon and they want me to get a headcount.

The City Manager polled City Council for their attendance.

MAYOR NICHOLSON "Mr. Brown, we know that you're leaving early in the morning for your mission trip and wish you well."

STEVEN BROWN "Tiffany Albert just received her CPS (Certified Professional Secretary) certification. She went to school on her own time and the test was administered on a Saturday. She passed it on her first try when others have not. This is just the kind of people that you have working for you and we're proud of her."

BETTY BOLES "Does a raise come with that?"

MAYOR NICHOLSON "We'll look into that in November at budget time. The meeting is adjourned. Thank you all very much.

The meeting adjourned at 6:50 p.m.

Floyd Nicholson, Mayor

ATTEST:

City Clerk and Treasurer