

TOWN OF SEABROOK ISLAND
Town Council Meeting of October 28, 2014

MINUTES

After the pledge of allegiance, Mayor Pro Tem Ciancio called the October 28, 2014, Town Council meeting to order at 2:30 p.m. Councilmen Gregg, Romano and Turner, Town Administrator Pierce, Town Clerk Allbritton and several guests attended the meeting. The meeting was properly posted and the requirements of the SC Freedom of Information Act were met.

Minutes – The minutes of the Town Council meeting and Public Hearing of September 23, 2014, were unanimously approved.

Financials – Mayor Pro Tem Ciancio reported that revenues for the month of September were under budget by about \$42,000 due to the expected receipt of Local Option Sales Tax that was not deposited until November, but year to date revenues are over budget by approximately \$54,000. Expenditures were under budget for September by about \$8,000 and year to date expenses are under budget by approximately \$39,000. For the month of September, expenditures exceeded revenues by \$44,600; but, for the year to date, revenues are exceeding expenditures by about \$156,700.

Citizens/Guests Presentations, Comments: Former Councilmember, Jerry Cummin, who remains the Town's representative to the Charleston Area Convention & Visitor's Bureau (CACVB), reported that he had attended a legislative barbeque recently and a CACVB Board meeting on October 23. At the Board meeting, members got a preview of a video, Love Letter from Charleston that will be distributed all over the world. Mr. Cummin showed the video to Council and guests attending the meeting. This video and several others can be viewed at the website, www.charlestonly.com. Mr. Cummin also reported that the CACVB is largely responsible for Conde Nast naming Charleston the best city for tourism in the United States and the second best in the world. Mr. Cummin introduced Molly Waring, who is Assistant Director of Media Relations for the CACVB and is assigned as the liaison to Seabrook Island. Ms. Waring will attend Council meetings when she is available to do so.

Reports of Standing Committees, Commissions, Boards:

Governments Relations – No Report

Community Relations – Councilman Romano reported that the Property Owners Association's (POA) Planning Committee met recently and reviewed the seven strategic plans that have been approved by the POA Board and the plans have been assigned to various committees for implementation. The item that has been implemented to date is the Signs and Streetscapes that has been turned over to GOMC. The first meeting has also been held on the Disaster Recovery Plan that will investigate how the island will be rebuilt after a major disaster.

The Gateway Committee has not met since the September Council meeting.

Community Relations – Councilman Gregg reported that the Club's Long Range Planning Committee met on October 15 and the Club's Strategic Plan revisions that were undertaken as a consequence of the August planning session were presented by Caleb Elledge. The Club's Long Range Planning Committee began review of the POA's Strategic Plan with the intention of informing their next revision of the Club's plan from the POA's Strategic Plan. The POA Data Gathering and Analysis Subcommittee determined that there are at least three areas where focus groups can be used: (1) to educate residents on the challenges and opportunities associated with older housing stock and encourage residents in upgrading and renewal (2) to identify Seabrook Island's specific living costs and benchmark them against other relatively similar properties on the southeast coast and (3) to discuss the condition and maintenance of the POA's infrastructure.

Communications/Planning Commission – Councilman Turner reported that there is a gap between the emergency communications methods used by the Town and the POA security force but there is a tentative agreement that the POA will provide ham radios for the security force to use. The Town is still awaiting input from outside counsel on what the next step should be in regard to the critical habitat for loggerhead turtles issue. The Turtle Patrol has pointed out some issues and additional signage and the Town's beach ordinances are being look into. Councilman Turner commented that residents have participated in a deer survey, initiated by the POA, and only about 20% of the residents think there are too many deer on Seabrook Island.

Planning & Development – Councilman Ciancio reported that information on the third quarter website activity is included in Town Council packets. Some of the highlights of the Online Marketing Report are:

- The total number of clicks on the website was 4,400 and was down from the previous quarter as has been the case for the last several years.
- The total number of impressions, or the number of times people have seen ads on the website, was 1,349,770 and the high number was due primarily to the remarketing campaign.
- The South Carolina Beach group of phrases had the highest click through rate and highest awareness rate. South Carolina Beaches as the key word yielded the most clicks, impressions and highest click through rates.
- Participation on the website for the third quarter of 2014 was consistent with 2013. In previous years, there has been improvement from year to year.
- There were 26,000 visitors to the website in the third quarter, with 22,000 being first time visitors. There were more visitors to the website from South and North Carolina followed by Georgia, Ohio, Tennessee and Virginia.

The second website meeting was held on October 21 and the proposed site map and potential photo shoot locations were reviewed. The Club has provided equestrian shots and Council has provided comments on the text and content of the web pages. The next meeting is scheduled for November 6. Councilman Turner feels that the number of visitors to the Town Administration portion of the website should be tracked since this section was one of the reasons for the website revision.

Public Safety – Councilman Gregg reported that the Public Safety Committee met on October 7 and discussed the emergency preparedness content for the Town’s website and final content has been forwarded to Obviouslee Marketing. Councilman Gregg and Town Administrator Pierce attended a COVAR meeting on September 13 at which safety and security issues were discussed. One of the items discussed concerned the ability of the Town’s Beach Patrol to issue a Town summons. Councilman Ciancio stated that this issue is still under review. The Town feels fairly confident that off-duty patrolmen can issue citations for County or State laws and we believe they can issue citations for Town ordinances provided they are commissioned by the Town to do so. Since these police officers have been commissioned by the County, the issue is whether they can also be commissioned by the Town. Councilman Gregg also reported that the Town has received agreement on text from Counsel representing the property owner of the land that the Town is interested in leasing to use as a temporary debris storage and reduction site and a signed confirmation of the acceptance of the language in the agreement is expected shortly.

Ways & Means – No Report

Planning Commission – Bill Nelson has received feedback from Council on the Beach Management Plan and still has open issues with two councilmembers but will input those changes in the next two days and proposes that the 30 day comment period on the document begin on Friday, October 31. Town Administrator Pierce will arrange to have the document on the Town website for viewing on Friday and there will be a hard copy at the Town Hall for public viewing. Any comments from the public will be acknowledged at the Public Hearing on December 3. Chairman, John Wells, stated that the Planning Commission will be focusing on the Town’s Comprehensive Plan for the remainder of the year. Every 5 years the plan is updated and every 10 years the plan has to be completely revised. The period that the Town is now in would only require an update.

Board of Zoning Appeals – No Report

Reports of Ad Hoc Committees:

Accommodations Tax Advisory – Councilman Ciancio reported that the Accommodations Tax Advisory Committee met on October 1. Because the Town receives more than \$50,000 in a year in Accommodations Tax from the State, the Town is required to form a committee to review and make recommendations on expenditure of Accommodations Tax funds. The two items on the agenda were:

- To review a request by the Bohicket Merchant’s Association for financial support of the 2015 Kick It at Bohicket event. The Merchants Association is asking for \$16,500 that would help to pay for advertising, the required insurance and other activities involved in holding the event. The Accommodations Tax Advisory Committee made an affirmative recommendation to the Town to spend \$16,500 from State Accommodations Tax funds to sponsor the Kick It at Bohicket event.
- To review the 2015 advertising and promotion recommendation from Obviouslee Marketing. In the past, the advertising strategy has been to promote a general awareness of Seabrook Island; this year, the strategy will be

more focused on one larger specific campaign idea. The Accommodations Tax Advisory Committee approved and recommended a “Make It Uniquely Yours” Sweepstakes in which a quiz would be run through a media partner. A series of questions would have to be answered for winners to go into a drawing for a Seabrook Island golf, tennis or beach vacation. The winner for each of the three categories would win a three day two night vacation. The budget is \$150,000 which includes Obviouslee Marketing’s annual retainer, CACVB ad placements and the Town’s online marketing effort. The Accommodations Tax Advisory Committee recommended that the Town approve the budget and the sweepstakes campaign.

Reports of Town Officers:

Mayor – Mayor Pro Tem Ciancio reported that the Coast Guard has plans to remove several helicopters from its search and rescue program by the end of November and that includes one helicopter currently based on Johns Island. Charleston would be left with only one search and rescue helicopter. Mayor Pro Tem Ciancio recommended that everyone support and encourage our elected representatives to try to keep the emergency helicopter on Johns Island. Councilman Ciancio offered to write to Senator Scott and Senator Graham on behalf of the Town.

Town Administrator – Town Administrator Pierce reported that a representative from the community rating system that rates the ability to handle drainage for storm runoff came last week for a pre-inspection review with Steve Hirsch, Director of Engineering for the POA. Seabrook Island currently has the highest rating in Charleston County and residents get a 20% reduction on flood insurance.

Town Administrator Pierce also reported that he had been in contact with the South Carolina Department of Transportation and found out that Bohicket Road will be repaved in 2015.

Town Council Members – See Above

Utility Commission – Chairman Jeff Bostock stated that financials were within budget for the month of September and operations for water and wastewater were normal. The interior of the elevated water tank has been polymer coated and the exterior of the tank will be painted next week. A new pump and control system is also being installed on the Seabrook Island Parkway near Bohicket Marina.

Petitions Received, Referred or Disposed of: None

Ordinances for First Reading:

- **Ordinance 2014-03**, An Ordinance to Allow a Councilmember to Attend a Meeting by Telephone. Mayor Pro Tem Ciancio explained that this ordinance will allow for a councilmember to participate in a meeting by telephone if a quorum is physically present. In addition, the person calling in must be able to be heard by other councilmembers and those attending the meeting and the person calling in must be able to hear comments made by councilmembers. Any person attending the meeting by telephone must advise the Mayor or Town Administrator in advance. Councilman Gregg moved to accept Ordinance 2014-03 on first reading. Councilman Romano seconded the motion and the vote to approve was unanimous.

Ordinances for Second Reading:

- **Ordinance 2014-02**, An Ordinance to Adopt the 2015 Budget for the Town of Seabrook Island – Councilman Gregg moved to adopt Ordinance 2014-02 on second reading. Councilman Romano seconded the motion. Mayor Pro Tem Ciancio stated that the total of the items included in Advertising and Promotion will run approximately \$180,000 and will exceed the amount in the State and County Accommodation Tax account. The remainder of the expenses will be included in Account #8210, which has increased since first reading. The vote to approve Ordinance 2014-02 on second reading was unanimous.

Miscellaneous Business: None

Citizens Comments: Philip Squire, a resident, asked several questions concerning the sweepstakes included in the advertising and promotion proposal. Councilman Gregg answered a question from Glenda Miller concerning disaster plans. The Town has a Comprehensive Emergency Plan, which addresses response and recovery, and the POA and the Club each have their own emergency plans. The Club and the POA are also undertaking to develop a post disaster long

term plan. Questions from Mr. Squire led Councilman Romano to indicate that he would recommend that the POA Planning Committee have a representative from COVAR at their meetings for input on the post disaster plan.

The meeting was adjourned at 3:50 p.m.

Approved: November 18, 2014

Faye Allbritton, Clerk/Treasurer