

TOWN OF SEABROOK ISLAND
Town Council Meeting of April 22, 2014

MINUTES

Before the regular Town Council meeting began, Mayor Pro Tem Ciancio gave a brief summary of the first quarter online marketing report. Some highlights of the summary were:

- The Town website had a 95% increase of visitors from Q4 2013 to Q1 2014.
- 83% of the visitors to the Town website in Q1 were new visitors and this shows that new visitors are continuing to discover Seabrook Island and the website is working as a portal to deliver visitors to other websites.
- The website page from which most visitors exit is the Stay page and that means that most of the people visiting the site got to the Stay page and left by means of a link to another site.
- Adwords that drive guests to the Town's website tend to have "beach" in them.

After the pledge of allegiance, Mayor Pro Tem Ciancio called the April 22, 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 for the Town Council meeting of March 25, 2014, were unanimously approved.

Financials – Mayor Pro Tem Ciancio reported that total of the Town's fund balances for the year to date is \$2,957,460. Revenue for the month of March was \$81,155 and the revenue for the year to date is \$228,621. These figures are below budget because the Berkeley Electric Franchise fee was budgeted to be received in March and should have been budgeted for December. Expenses for March were \$93,060 and were over budget by \$29,136. This overage occurred because the roadway maintenance/drainage work that was approved by Council previously was all completed and billed in March. Year to date, expenses are under budget by about \$72,000.

Citizens/Guests Presentations, Comments: None

Reports of Standing Committees, Commissions, Boards:

Governments Relations – No Report

Community Relations – Councilman Romano reported that he had attended a Property Owners Association Planning Committee meeting recently. The annual survey results have been compiled and will be sent to the Board. Councilman Romano also reported that Amelia Island has initiated a program to do benchmarking for community planning. They have selected 14 communities to assist them in that benchmarking and Kiawah and Seabrook Island are two of the communities selected.

Community Relations – Councilman Gregg reported that the Seabrook Island Club Long Range Planning Committee met on April 10th for the first time this year. The meeting was to begin the planning activity that will take place in 2014. Their next meeting will be May 8th and it is expected that they will have the analysts' reports from the annual survey along with some reading material that will assist them with the planning effort. The Board of Governors will meet with the Planning Committee in July to identify objectives of the planning. Once the Board has had the opportunity to weigh in, the Club's Long Range Planning Committee will generate a plan.

Communications/Planning Commission – Councilman Turner reported that the Visibility Committee met recently and one of their main topics was updating and coordinating websites. The Club and the Property Owners Association (POA) are about to engage a consultant to do this work on their websites and would like for the Town to coordinate with them also. This coordination should not affect the Town's agreement with Obviouslee Marketing.

Janet Gorski, who is on the Environmental Committee at the POA, contacted Councilman Turner and told him that she had been given the assignment by the POA Planning Committee to look into beach management plans and conservation plans. Councilman Turner intends to set up a meeting with Stan Barnett within the next week and offered to allow someone from the Environmental Committee to attend the meeting.

Planning & Development – Mayor Pro Tem Ciancio reported that editors from two local magazines each spent full days visiting Seabrook Island during the month. The two editors were Kinsey Gidick, who is managing editor of the *Charleston City Paper* and also a free lance writer for several travel publications, and Margaret Pilarski, who is editor of *Where Charleston* and *Skirt Charleston*. Hopefully, these visits will result in a favorable article about Seabrook Island similar to the one that appeared in *Charlotte Roads* magazine last month.

Mayor Pro Tem Ciancio also reported that, during the month, he approved an invoice for \$8,838 for a 1/3 page full-color ad in the April/May issue of *Gun and Garden* magazine. He also confirmed that the Town will run the “Bikes” ad in the June/July issue of *Gun and Garden* magazine along with an ad in May in the online version of *Gun and Garden*. In March, the Town ran the “Bikes” ad in *Southern Living*. The “Bikes” and the “Boat” ad will run in May. A mail out was done in March for over 1,000 written inquiries for information as a result of *Southern Living* ads. An invoice was approved in March for \$630 from the Charleston Area Convention & Visitor’s Bureau for a display ad. The Town will have a similar ad in April.

The Town received a contract from Obviouslee Marketing for the proposed work to be done on the Town’s website. Councilman Gregg has made substantive comments on the agreement and it has been forwarded back to Obviouslee Marketing for their review.

Public Safety – Councilman Gregg moved for the Town to contribute \$1,500 toward the 2014 Disaster Awareness Day, which is sponsored jointly by the Towns of Kiawah Island and Seabrook Island. The event will be held on Thursday, June 12, 2014, at the River Course on Kiawah. The \$1,500 contribution from the Town will help defray the cost of the free lunch and prizes that will be awarded to attendees. Councilman Romano seconded the motion and the vote to approve was unanimous.

Ways & Means – No Report

Planning Commission – Johns Wells, Chairman of the Planning Commission, reported that the Town’s Planning Commission will meet on Wednesday, May 14th, at 10 a.m. Dr. Tim Kana will be attending this meeting and should have finished at least a summary of his part for the Town’s Beach Management Plan. The Planning Commission will meet from 10 a.m. to 11:30 a.m. and, after taking a break for lunch, will take a tour of the beach beginning around 1 p.m. Councilman Turner commented that the POA wants to make sure that the Town will be looking at alternatives to the beach nourishment that we usually do by relocating the inlet.

Board of Zoning Appeals – The Board of Zoning Appeals met on Wednesday, April 10th, at 10 a.m. in regard to Appeal #149. The appeal was denied.

Reports of Ad Hoc Committees:

Accommodations Tax Advisory – The Accommodations Tax Advisory Committee will meet in May in regard to a contract for the July fireworks display.

Reports of Town Officers:

Mayor Pro Tem –

St. Johns Fire District Meeting – Mayor Pro Tem Ciancio reported that he attended a meeting of the St. Johns Fire Commission on April 14th at the request of Sue Holloman, Seabrook Island’s representative on the Commission. A presentation was given by the Town of Kiawah Island regarding their RFP that has been issued to retain a consultant to evaluate current police, fire and EMS services being provided to Kiawah Island. The St. Johns Fire Commissioners think the RFP will create problems since the St. Johns Fire District has issued its own RFP that is designed to examine issues of efficiency and modernization on a district wide basis. The Commission thinks Kiawah’s RFP could cause confusion on the part of contractors responding to both RFP’s. There would also

be a significant demand on the district for information to be provided to both sets of contractors and there might also be a problem with morale of members of the St. Johns Fire Department assigned to Kiawah, who might have concerns regarding the viability of their current positions. Tumiko Rucker, Town Administrator of Kiawah Island, stated that she had prepared the RFP at the request of the Kiawah Town Council and that the term “consolidation” as used in the RFP did not mean that Kiawah was looking to create its own fire district. Ms. Rucker also stated that Kiawah, as a major stakeholder in the district, is entitled to information concerning the services and think the request is reasonable. Mayor Pro Tem Labriola stated that Kiawah does not have any intention of creating its own district. The RFP was designed to give information to Council to allow it to understand the police, fire and EMS services being provided to their community.

Meeting with Charleston Symphony Orchestra – Mayor Pro Tem Ciancio reported that he and Town Administrator Pierce met with Monica Jenks, the Development Director of the Charleston Symphony Orchestra (CSO) on April 2nd. At this meeting, the CSO wanted the Town to donate \$10,000 to participate in an educational initiative on Johns and Wadmalaw Islands called “Composition and Critique”. Mayor Pro Tem Ciancio informed Ms. Jenks that the Town has a policy of not contributing to non-profit activities but would consider engaging the CSO for a performance either at the July 4th fireworks or Memorial Day. It has been determined that the Club has already engaged musical performers for the fireworks display. Alternatives will be discussed with the CSO and a formal proposal will be brought back to Town Council at a later date.

Purchase Space in *The Seabrooker* – Mayor Pro Tem Ciancio stated that Council previously concluded that they would not contribute funds to *The Seabrooker* to defray its operating expenses. Council was unanimous in its view that *The Seabrooker* provides a valuable service in providing information regarding the Town to our residents and is the only vehicle that the Town has to consistently provide information to our non-resident property owners. Since it is important that Council communicate on a regular basis with both resident and non-resident property owners and *The Seabrooker* is an appropriate vehicle for that communication, Mayor Pro Tem Ciancio believes it is appropriate for the Town to purchase a ½ page space in the newspaper on a month to month basis. This space is to be used on a rotating basis by the Mayor, members of Council and the Town Administrator to write monthly articles concerning matters of interest within their respective areas of responsibility. Mayor Pro Tem Ciancio moved that the Town purchase a ½ page space in *The Seabrooker*, on a month to month basis at current market rates, not to exceed \$600 per month. Councilman Turner seconded the motion and the vote to approve was unanimous.

Town Administrator – Town Administrator Pierce reported that the copier at the Town Hall needs to be replaced. A sheet giving prices on three different models of copiers with the price to purchase and the price to lease was included in Council packets. The copier can be bought or leased on the State contract so it will not be necessary to obtain other bids. Councilman Romano moved that the Town should lease the Xerox-WC 7845 copier. Councilman Gregg seconded the motion and the vote to approve was unanimous.

A specific proposal and contract will be brought to Council next month regarding the July fireworks. Mayor Pro Tem Ciancio stated that he had asked the Town Administrator to look into increasing the amount of the contract from \$10,000 to \$15,000. This would not result in a longer fireworks display but the increase in the intensity of the fireworks would be substantial. Because the expenditure comes out of Accommodations Tax, Council will need a recommendation of the Accommodations Tax Advisory Committee and that committee will meet the second week of May. If the committee makes a positive recommendation, it will be brought back to Council at their May meeting for consideration. Town Administrator Pierce stated that the fireworks display will be on Thursday, July 3rd, with a rain date of Saturday, July 5th.

Town Council Members – See Above

Utility Commission – Chairman Jeff Bostock reported that the Seabrook Island Utility Commission (SIUC) met April 16th. The March financials were within budget and operations of both water and waste water treatment were normal. The new, annual contract with Hawthorne Services was approved and signed at the April meeting. This contract begins on May 1 and there was no cost increase. Chairman Bostock reported that the contract for the maintenance on the water tower is still not approved as language is still being debated. Hopefully, the contract will be signed at SIUC’s next meeting on May 21st.

Petitions Received, Referred or Disposed of:

- **Temporary Use Permit #191** – 2014 Governor’s Annual Invitational Billfish Tournament – June 4 to June 7, 2014 – Town Administrator Pierce reported that Temporary Use Permit #191 has been approved by the Planning Commission but needs approval of Council since the duration of the event is more than 72 hours. Bohicket Marina is required to meet several requirements – additional police service at the site, contracting with a towing company to keep the egress and ingress clear and notifying EMS and the Fire Department of the event. There is also a provision that no loud music will play after 9:30 p.m. Councilman Gregg moved to approve Temporary Use Permit #191. Councilman Romano seconded the motion and the vote to approve was unanimous.

Ordinances for First Reading: None

Ordinances for Second Reading: None

Miscellaneous Business: None

Citizens Comments: None

The meeting was adjourned.

Approved: May 27, 2014

Faye Allbritton, Town Clerk