

Mayor
Elise Partin

Mayor Pro-Tem
Tara S. Almond

Council Members
Phil Carter
Eva Corley
James E. Jenkins

City Manager
Tracy Hegler



**City of Cayce
Special Council Meeting
February 20, 2019**

A Special Council Meeting was held this afternoon at 5:00 p.m. in Council Chambers. Those present included Mayor Elise Partin, Council Members Tara Almond, Phil Carter, Eva Corley and James Jenkins. City Manager Tracy Hegler, Assistant to the City Manager Rachelle Moody, Municipal Clerk Mendy Corder, City Treasurer Garry Huddle, Planning and Development Director Carroll Williamson, Director of Public Safety Byron Snellgrove and City Attorney Danny Crowe were also in attendance.

Mayor Partin asked if members of the press and the public were duly notified of the meeting in accordance with the FOIA. Ms. Corder confirmed they were notified.

Call to Order

Mayor Partin called the meeting to order and Council Member Carter gave the invocation. Mayor Partin led the assembly in reciting the Pledge of Allegiance.

Public Comment Regarding Items on the Agenda

Ms. Corder stated no one had signed up for public comment.

Presentations

- A. Recognition of University of South Carolina CreateAthon Students for Creating New Branding for the 12,000 Year History Park

Mayor Partin asked University of South Carolina students Cal Dean, Kayla Reese, Kathryn Pasciak, Christian Ward and Jack Landess and USC Professor Karen Mallia to join her at the podium. She stated that Rachael Hammack was unable to attend the Council Meeting but also was part of the CreateAthon team. Mayor Partin asked everyone in the assembly to join her in thanking them for the wonderful brand and marketing campaign they created for the City's 12,000 Year History Park.

Last fall, the 12,000 Year History Park (12HP) was selected as one of USC's School of Journalism and Mass Communications CreateAthon projects. CreateAthon advances the marketing efforts of deserving nonprofits while growing student skills and bringing them together with professional mentors. Specifically for the 12HP, the CreateAthon was tasked with creating a branding strategy. Weeks before the CreateAthon and during the event, the team researched the history of the park and visited the site. Based on the history, they developed an iconic brand, which is represented by the mammoth. The 12HP team was recognized for 'Best Billboard' and 'Best Brochure Design,' which awarded the 12,000 Year History Park non-profit organization with free billboard advertising and complimentary printing. Recently the

CreateAthon team also won another award. The brand identity developed for the 12HP received a gold award at the American Advertising Federation (AAF) of the Midlands.

B. Presentation by Mr. Richard Skipper, Executive Director of the Greater Cayce West Columbia Chamber of Commerce, re Proposed Events in the City of Cayce

Mr. Skipper stated that he recently realized there were multiple events in the Cayce West Columbia area on April 27, 2019. The Chamber's Rhythm on the River concert was scheduled for the same night as the Soiree on State. Also, the City of West Columbia's Kinetic Derby Day is April 27, 2019 from 10am to 3pm. Mr. Skipper stated that he met with staff from both cities who expressed interest in collaborating to promote a weekend of events in the area to highlight State Street, the Chamber and both cities. Mr. Skipper stated that he rescheduled the Rhythm on the River concert to Friday, April 26 so not to compete with the Soiree.

Mr. Skipper stated that the Chamber will market the West of the River Weekend and each city will market their individual event so they can retain the personality of their specific event. He presented to Council the logo that was created for the West of the River weekend. He stated that the Chamber sees this weekend growing and becoming an annual event. He stated that he plans to request Lexington County accommodations tax funds for the weekend next year since it qualifies as an event that will "put heads in beds." A merchant benefit card has been created for the weekend to benefit the businesses in both municipalities. Each business is being asked to offer a discount for the weekend and a card can only be obtained by going to one of the weekend's events.

Mr. Skipper stated that The Comet has agreed to create special Soda Cap Connector stops for the weekend. People can park across Gervais Street Bridge in Columbia and get on a shuttle to be transported to the events free of charge. He stated that he is currently working on securing parking at the State Museum so people can park there and take the Soda Cap Connector from there as well.

Mr. Skipper stated that when he first became the Executive Director of the Greater Cayce West Columbia Chamber he noticed that the Board and the Chamber's events were heavy on the West Columbia side. He stated that the Chamber is unique because it has five municipalities in it. As positions on the Board come open he has made a point to appoint Cayce businesses to the Board for a more equal representation. He stated he also noticed that many of the Chamber's events were held at the West Columbia Riverwalk amphitheater. Mr. Skipper stated that he recently went to Guignard Park for the first time and thought it was perfect for an event. The Chamber is interested in having a wine and art Chamber-driven event there. Each Chamber member can have a tent in the Park and a display highlighting their business. He stated that he will send Council a bullet point proposal in the upcoming weeks for their review. He asked Council if there was anything they could think of they would like the Chamber to do moving forward. Mayor Partin stated that she and Council would like to meet with

Mr. Skipper and his Board in the near future. He stated he would schedule something soon and thanked Council for their time.

Other

A. Discussion and Approval of Hospitality Tax Fund Request - River Alliance Request for a Required Local Match for the Connected Communities Grant for the 12,000 Year History Park

Ms. Hegler stated that the City has received a revised Hospitality Tax grant application from the River Alliance. The application requests \$10,000 to provide a match for the Connected Communities Grant Application. The grant will enable the River Alliance to design, procure, and install twenty-two exhibits in the 12,000 Year History Park.

The River Alliance previously submitted an application for this grant during the application period last fall, but the request was not recommended for funding by staff or approved for funding by Council at the February 5, 2019 Council meeting. A lower funding amount was recommended to Council at the regular meeting. Staff noted during the review process that the River Alliance had not used all of the funds allocated in 2018 and determined the recommended amount would be sufficient to meet the River Alliance's needs through June 20, 2019. Staff now recommends an additional \$10,000 in hospitality tax grant funds so that the River Alliance can meet the match requirement for the Connected Communities Grant, which was just approved, without making cuts in funding for its other programs and marketing that bring visitors to Cayce.

Council Member Almond made a motion to approve the request. Council Member Jenkins seconded the motion which was unanimously approved by roll call vote.

B. Discussion and Approval of Hospitality Tax Fund Request – Staff Request for a Required Match for the Frink Street Sidewalk Project

Ms. Hegler stated that the City of Cayce intends to improve pedestrian access along Frink Street, from 12th Street Extension to State Street, through the installation of a 5-foot wide sidewalk. The sidewalk will run along the south side of Frink Street and will provide a safe path for pedestrians who travel the road visiting the numerous businesses on Frink Street and the adjacent streets. Currently in the project area, 75% of the roadway has sidewalk sections. However, the sidewalks in place are not contiguous and the majority have a width less than four feet and are not ADA compliant. The existing sidewalk sections are broken, uneven, and have vegetation growing in the cracks.

Ms. Hegler stated that the new sidewalk will be the primary pedestrian pathway that leads in and out of the Cayce arts district located at the intersection of State and

Frink Streets. The sidewalk will provide pedestrian access to the art studios, businesses and food and drink establishments located on or adjacent to Frink Street, such as Steel Hands Brewery, Southern Essence Distillery, Henry's and the future Piecewise Coffee shop. The sidewalk will also provide a connector to the Cayce Riverwalk trailhead – pedestrians will be able to traverse Frink Street to State Street, head north on a State Street sidewalk for two blocks and access the trailhead. Installation of the sidewalk will allow pedestrian access by visitors and tourists to the existing and future businesses on and around Frink Street. For this reason, staff recommends the use of Hospitality Tax Funds for the match requirement of the Frink Street Sidewalk Project.

Council Member Corley made a motion to approve the staff request for funds for the Frink Street Sidewalk Project. Council Member Jenkins seconded the motion which was unanimously approved by roll call vote.

City Manager's Report

Ms. Hegler stated that Public Safety recently proactively inspected all the housing units the City has with the Columbia Housing Authority given the recent events with the Housing Authority. She stated that Columbia Housing Authority staff were with City staff while they did the inspections. She stated that only two concerns were found both of which were not life threatening. Staff will send a letter to the Executive Director of the Housing Authority to make him aware of what was found. Ms. Hegler thanked Public Safety staff for being proactive.

Committee Matters

A. Appointments and Reappointments Planning Commission – Two (2) Positions

Mayor Partin stated that the Planning Commission currently has two open positions. She stated that the City has received potential member applications from Mr. Joe Long and Mr. Stockton Wells. Staff Liaison and Planning & Development Director Carroll Williamson met with both applicants and recommends them for appointment. Council Member Almond made a motion to appoint Mr. Long and Mr. Wells to the Planning Commission. Council Member Jenkins seconded the motion which was unanimously approved by roll call vote.

Council Comments

Council Member Jenkins stated that the COMET is holding a series of public listening sessions throughout the Midlands to solicit input on future plans and recommendations for transit system improvement. Participants are asked to come and share their comments, concerns and their vision for the future of transit in the Midlands. He stated that business owners and employees, residents, church representatives, riders, non-riders and visitors are encouraged to attend. The goal is to receive feedback on how

to make The COMET more efficient and convenient for everyone. Council Member Jenkins stated that a public listening session was scheduled for February 28, 2019 at 6pm at Mt. Zion Church in Cayce. He invited everyone to attend.

Executive Session

- A. Receipt of legal advice relating to claims and potential claims by and against the City and other matters covered by the attorney-client privilege
- B. Discussion of negotiations incident to proposed contractual arrangements relating to the Knox Abbott Drive Pedestrian Safety and Traffic Calming Project

Council Member Jenkins made a motion to move into Executive Session. Council Member Almond seconded the motion which was unanimously approved by roll call vote.

Reconvene

After the Executive Session was concluded, Council Member Almond made a motion to reconvene the Regular meeting. Council Member Jenkins seconded the motion which was unanimously approved by roll call vote. Mayor Partin announced that no vote was taken in Executive Session other than to adjourn and resume the Regular meeting.

Possible Actions by Council in follow up to Executive Session

- A. Discussion of negotiations incident to proposed contractual arrangements relating to the Knox Abbott Drive Pedestrian Safety and Traffic Calming Project

Council Member Almond made a motion to authorize amending the current budget relating to the Knox Abbott Drive Pedestrian Safety and Traffic Calming Project by up to \$75,000 and to be funded from the Tax Increment Finance (TIF) District funds. Council Member Corley seconded the motion which was unanimously approved by roll call vote.

Adjourn

Council Member Corley made a motion to adjourn the meeting. Council Member Almond seconded the motion which was unanimously approved by roll call vote. There being no further business, the meeting adjourned at 6:04 p.m.

ATTEST:

Mendy Corder, CMC, Municipal Clerk

