

City of West Columbia, SC

Attachment V.A

Regular Council Meeting

May 3, 2011 at 6 p.m.

Members Present:

Bobby E. Horton, Mayor
Jack L. Harmon, Mayor Pro-Tem
Eric L. Fowler
L. Dale Harley
Boyd Jones
Tommy Parler
Cathy Shannon
B.J. Unthank

Members Absent:

Marsha Moore, out of town conference

Others Present:

Jenny Cunningham, City Administrator
Myron Corley, Deputy City Administrator
Mardi Valentino, City Clerk
Donna Smith, Economic Development Director
Sid Varn, Planning & Engineering Director
Brian Carter, Director of Planning & Zoning
Members of the Public and Press

Rick Hodge, City Treasurer
Charles Garren, Public Works Director
Ken Ebener, Municipal Judge
Dennis Tyndall, Police Chief
Wyatt Coleman, Fire Chief
Joe Owens, Utilities Director

Agenda Item I – Call to Order

Mayor Horton called the meeting to order at 6 p.m. and noted a quorum was present. *The State, Free Times, Lexington County Chronicle, Cayce-West Columbia News, and The Columbia Star* were notified of the meeting by e-mail on April 28, 2011.

Agenda Item II – Invocation and Pledge of Allegiance

Council Member Fowler gave the invocation followed by the Pledge of Allegiance.

Agenda Item III – Requests for Appearance

- A. Mayor Horton recognized Mr. John Banks, Director of the West Metro Chamber of Commerce Visitor's Center. Mr. Banks distributed an Accommodations Tax Funding Request for Fiscal Year 2011-2012 to council members. Mr. Banks said the Visitor's Center activities for FY 2010-2011 included website improvements that garnered an average of 1,300 web visitors per month with lodging, restaurants, waters sports and attractions being the most popular pages. Mr. Banks noted signage locations above the baggage claims area at the Columbia Metropolitan Airport are in the final year of a three-year contract and when the contract expires May 8, 2011 over \$4,000 will be available for new advertising in FY 2011-2012. Over 1,900 brochures were picked up from six brochure locations in FY 2009-2010. Calendar listings for the Riverwalk Music Festival were put in the *Charlotte Observer*, *Augusta Chronicle* and the AJC web pages for the week of the event. Mr. Banks stated the biggest single project in 2010 was the full page ad and advertorial in the *Canoe & Kayak* magazine along with segment advertising in the magazine's online product section during April and May 2010. He noted that the Visitor's Center website received over 700 clicks through the *Canoe & Kayaking* website in April and 642 clicks in May 2010. Local outfitters also called about customer queries resulting from the ads.

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Agenda Item III – Requests for Appearance (continued)

Mr. Banks explained that the Visitor's Center experienced a difficult year in FY 2009-2010. Staff cuts and sharing an employee with the West Metro Chamber of Commerce resulted in a net savings of \$6,300 for the FY 2010-2011 budget. The elimination of the signage at the airport will provide funds for more attractive projects in FY 2011-2012. Mr. Banks said he expects to spend about \$10,000 more on print and internet ad placements. The Visitor's Center will run banner ads on www.canoekayak.com from March 1 through August 31, 2011, which should generate more than 11,000 impressions per month in the 10 states surrounding South Carolina. The Visitor's Center also is running banner ads on www.paddling.net with more than 13,200 impressions during the same period. Mr. Banks noted that the paddling site has over 300,000 online visitors per month. An ad for the June 2011 issue has been placed in *Sports Destination Management* magazine, which goes out to more than 23,000 tournament directors and sporting event organizers. Mr. Banks said last year the City of West Columbia contributed \$7,500 in funding. He requested that Council consider contributing \$12,000 to \$14,000 for FY 2011-2012.

Mayor Horton thanked Mr. Banks for his presentation and said Council will consider his request.

Agenda Item IV – Announcements by the Mayor

Mayor Horton announced the Council Work Session will be at 6 p.m. on May 16, 2011 to discuss the budget for FY 2011-2012. He said the Mayor's Round Table Meeting will be at 5:30 p.m. prior to the Work Session. The Zoning Board of Appeals will meet at 6 p.m. on May 17, 2011 and the Planning Commission will meet at 6 p.m. on May 23, 2011.

Agenda Item V – Minutes

- A. Mayor Horton entertained a motion to approve the minutes for the Regular Council Meeting held on April 5, 2011. Council Member Parler so moved and Mayor Pro-Tem Harmon seconded. The motion passed unanimously.
- B. Mayor Horton entertained a motion to approve the minutes for the Special Council Meeting held on April 18, 2011. Council Member Unthank so moved and Council Member Fowler seconded. The motion passed unanimously.

Agenda Item VI – Old Business

- A. Mayor Horton entertained a motion for second reading consideration of the Planning Commission's recommendation to establish a zoning classification for approximately .35 acres of recently annexed property located at 935 N. Lucas Street (TMS # 004663-01-001) as R-1 (high density residential). Mayor Pro-Tem Harmon so moved and Council Member Shannon seconded. The motion passed unanimously.
- B. Mayor Horton entertained a motion for second reading consideration of the Planning Commission's recommendation to establish a zoning classification for approximately .31 acres of recently annexed property located at 328 Greenwood Road and 321 Gaffney Street (TMS # 004617-04-036) as R-2 (medium density residential). Mayor Pro-Tem Harmon so moved and Council Member Unthank seconded. The motion passed unanimously.

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Agenda Item VI – Old Business (continued)

- C. Mayor Horton entertained a motion for second reading consideration of the Planning Commission's recommendation to establish a zoning classification for approximately .28 acres of recently annexed property located at 1720 Crapps Avenue (TMS # 004636-04-023) as R-3 (low density residential). Council Member Parler so moved and Council Member Fowler seconded. The motion passed unanimously.

Agenda Item VII – New Business

- A. Mayor Horton entertained a motion for consideration of a proclamation to designate May 15 through May 21, 2011 as Public Works Week. Council Member Fowler so moved and Council Member Parler seconded. The motion passed unanimously.
- B. Mayor Horton entertained a motion for consideration of a proclamation to designate May 2011 as Motorcycle Awareness Month. Council Member Shannon so moved and Council Member Parler seconded. The motion passed unanimously.
- C. Mayor Horton entertained a motion for consideration of a proclamation to designate May 15, 2011 as Peace Officers' Memorial Day. Council Member Fowler so moved and Council Member Parler seconded. The motion passed unanimously.
- D. Mayor Horton entertained a motion for consideration to reappoint Ms. Julie Huffman and Mr. Robert H. "Homer" Monts to the West Columbia Zoning Board of Appeals for three-year terms ending May 2014. Council Member Unthank made a motion to lay the reappointments on the table until after discussion in the Executive Session. Council Member Parler seconded and the motion passed unanimously.
- E. Mayor Horton entertained a motion for consideration of a proclamation to designate May 7 through 15, 2011 as National Travel and Tourism Week. Council Member Unthank so moved and Council Member Harley seconded. The motion passed unanimously.

Agenda Item VIII – Adjourn to Executive Session

Mayor Horton entertained a motion to adjourn to executive session to discuss a legal matter and a personnel matter. Council Member Unthank so moved and Council Member Parler seconded. The motion passed unanimously. Council adjourned at 6:25 p.m.

Agenda Item IX – Adjourn Executive Session and Reconvene to Regular Session

Mayor Horton entertained a motion to adjourn executive session and reconvene to regular session. Council Member Unthank so moved and Council Member Parler seconded. The motion passed unanimously. Council reconvened to regular session at 6:58 p.m. Mayor Horton stated that no action was taken in executive session. Mayor Horton recognized Council Member Unthank who made a motion to bring the reappointments of Ms. Huffman and Mr. Monts to the Zoning Board of Appeals off the table and postpone the action until the next Regular Council Meeting in June 2011. Mayor Pro-Tem Harmon seconded and the motion passed unanimously.

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Agenda Item X – Adjourn

Mayor Horton entertained a motion to adjourn. Council Member Unthank so moved and Council Member Parler seconded. The motion passed unanimously. Council adjourned at 7 p.m.

Respectfully submitted,

Marta M. Valentino, CMC
City Clerk