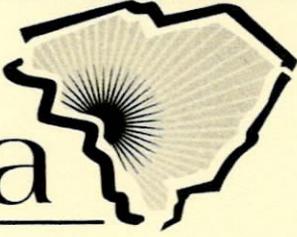


North Augusta



South Carolina's Riverfront

MINUTES OF JUNE 28, 2021

Briton S. Williams, Mayor

*J. Robert Brooks, Councilmember
Pat C. Carpenter, Councilmember
Jenafer F. McCauley, Councilmember
David W. McGhee, Councilmember
Eric H. Presnell, Councilmember
Kevin W. Toole, Councilmember*

ORDER OF BUSINESS

STUDY SESSION

The Study Session of June 28, 2021 for the City Council of the City of North Augusta, having been duly publicized, was called to order by Mayor Williams at 6:00 p.m. and also streamed online for public viewing at the City Facebook page: "City of North Augusta – Public Information" and City YouTube page: "City of North Augusta Public Information." The Study Session adjourned 7:39 p.m.

Per Section 30-4-80(e) notice of the meetings was sent out by email to the current maintained "Agenda Mailout" list consisting of news media outlets and individuals or companies requesting notification. Notice of the meetings was also posted on the outside doors of the Municipal Center, the main bulletin board of the Municipal Center located on the first floor, and the City of North Augusta website.

Members present were Mayor Williams, Councilmembers Brooks, Carpenter, McCauley, McGhee, Presnell, and Toole.

Also in attendance were James S. Clifford, City Administrator; Rachelle Moody, Assistant City Administrator; Kelly F. Zier, City Attorney; Cammie T. Hayes, Chief Financial Officer; Thomas C. Zeaser, Director of Engineering and Public Works; Karl Waldhauer, Superintendent of Facilities and Programs/ Parks, Recreation, and Tourism; ; James E. Sutton, Director of Public Services; John C. Thomas, Director of Public Safety; J.D. McCauley, Manager of Human Resources; and Ricky Jones, Manager of Information Technology.

ITEM 1. Main Street: Presentation to Council

Avery Spears-Mahoney, Executive Director of North Augusta Forward, presented an overview of the Main Street approach to Economic Development and will present details on the amenities initiative on which the North Augusta Forward Design Committee has been working.

Please see ATTACHMENT #1 for a copy of the PowerPoint presentation slides.

ITEM 2. FY2022 Budget Workshop: Council Discussion

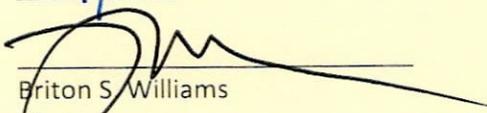
Jim Clifford, City Administrator, and Cammie Hayes, Chief Financial Officer, facilitated Council's discussion of the City's Consolidated Budget for the Fiscal Year 2022. Council gave guidance and direction for ranking priorities in the annual budget writing process.

Please see ATTACHMENT #2 for a copy of the PowerPoint presentation slides.

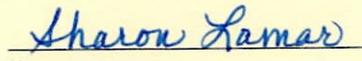
Mayor Williams announced the Living History Park will hold an Independence Day Celebration on July 4th from Noon until 3:00 p.m. The Declaration of Independence will be read at 1:00 p.m. He also noted the City is co-sponsoring the July 4th fireworks following GreenJackets baseball game at SRP Park.

Councilmember Carpenter requested a "No Dogs Allowed" sign be placed at the Riverview Park Splash Pad.

APPROVED THIS 19th DAY OF
July, 2021.


Briton S. Williams
Mayor

Respectfully submitted,

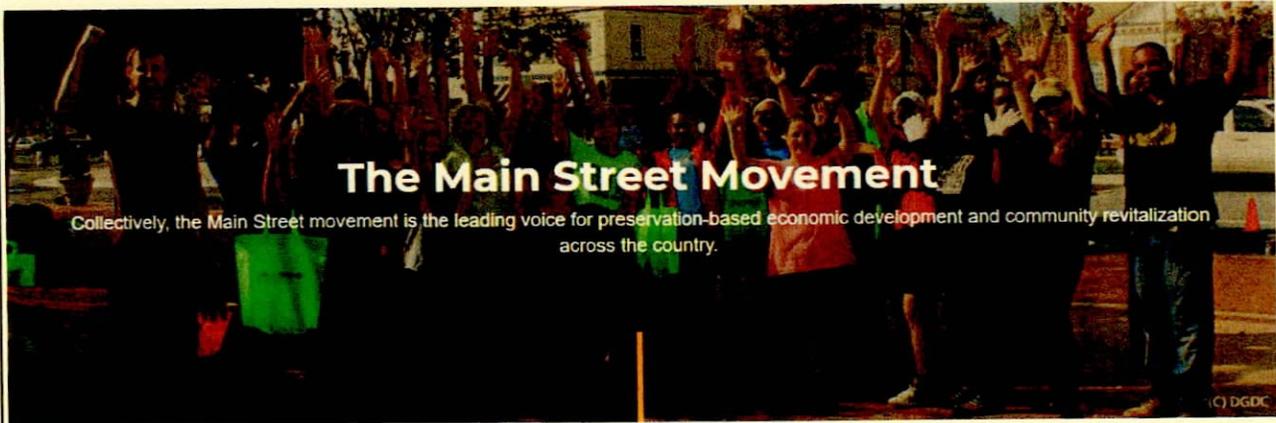

Sharon Lamar
City Clerk

Downtown Roadmap

A Visual Strategic Plan



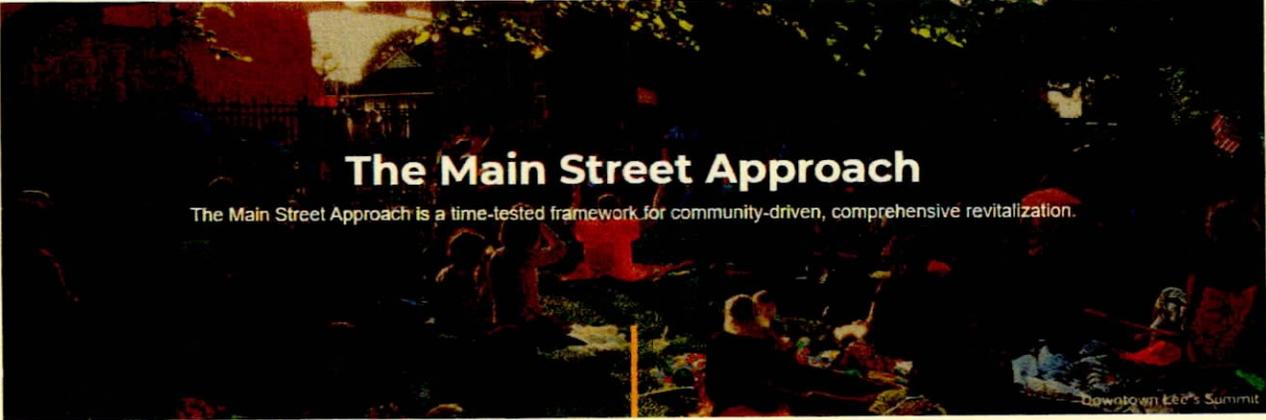
north augustaTM
D O W N T O W N
a taste of carolina



The Main Street Movement

Collectively, the Main Street movement is the leading voice for preservation-based economic development and community revitalization across the country.

(C) DGDC



The Main Street Approach

The Main Street Approach is a time-tested framework for community-driven, comprehensive revitalization.

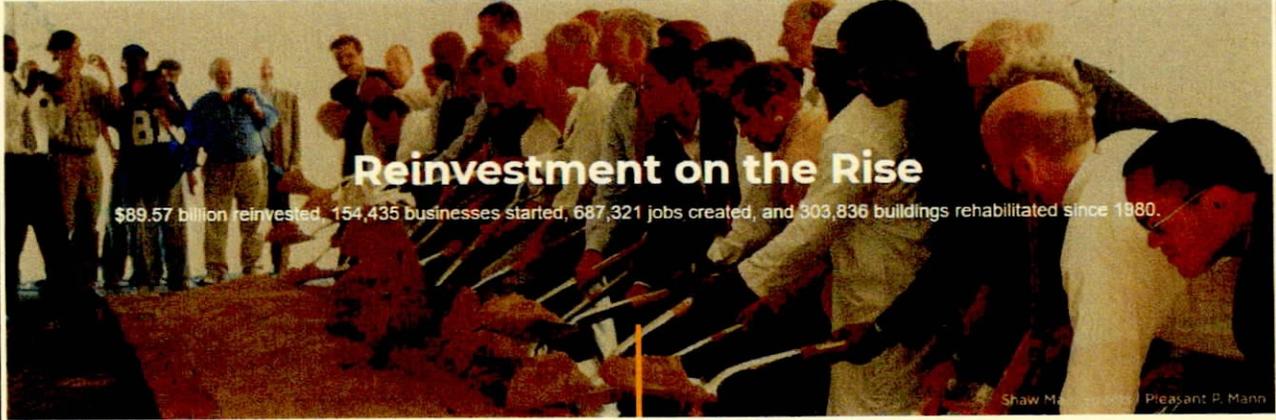
Downtown Lee's Summit



Locally Powered

Small businesses and entrepreneurs are the lifeblood of our local economies. Now more than ever before, Main Street programs play a critical role in ensuring that they are supported and thriving.

Main Street = Economic Impact



Downtown Roadmap A Visual Strategic Plan

Said most simply, the Downtown Roadmap is a 'Visual Strategic Plan' to guide the near-term efforts of strategic partners tasked with implementing plans, projects, and initiatives that are focused on thoughtful downtown economic development and appropriate physical realm revitalization.



MARKET ANALYSIS

REFINING DOWNTOWN

GETTING ORGANIZED



MARKET ANALYSIS

Understanding the Local Market Dynamics

Category	North Augusta Leakage	30-Minute Drive Time Leakage	Opportunity
Full-Service Restaurants	\$11 million/year	\$12 million/year	5+ more restaurants
Snack and Non-Alcoholic Beverage Bars	\$2.3 million/year	\$23 million/year	8 new food related businesses
Specialty Food	\$1.6 million/year	\$21.2 million/year	1 co-op style store; 2-3 specialty food stores, farmers market, food hall
Clothing	\$2.5 million/year	\$7.8 m/year (Men's) \$3.5 m/year (Women's) \$10.5 m/year (Family)	2-3 targeted clothing stores
Furniture/Home Furnishings	\$3.4 million/year	N/A	2-3 stores (home furnishings focus)
Floral, Gifts, Art	\$3.0 million/year	\$3.4 m/yr (Florists) \$15.7 m/yr (Gifts) \$10.4 m/yr (Art)	3-4 additional stores

MARKET ANALYSIS

MARKET CONCLUSIONS

DOWNTOWN NORTH AUGUSTA MARKET

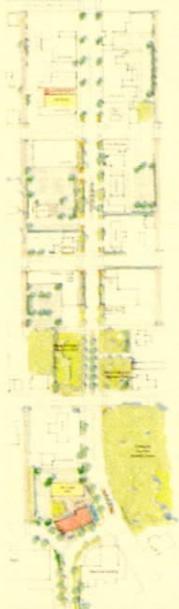
- The success of downtown North Augusta hinges on food related retail from both a local and regional perspective.
- Downtown North Augusta's retail will thrive on growing the food category.
- The community has and is expected to continue to grow in population.
- Income levels are good both locally and regionally.
- The market is clearly underserved in certain categories.

REFINING DOWNTOWN

Simple Investment for Maximum Impact

- Design Elements
- Traffic Calming – Improving Pedestrian Safety & Comfort
- Parking Opportunities
- Gateway Sites
- Linkages & Connections
- Façade Enhancements
- Vibrancy Amenities

REFINING DOWNTOWN



OPPORTUNITIES

Georgia Avenue

- Traffic Calming - Improve Pedestrian Safety & Comfort
- Streetscape & Landscape Enhancements
- Site & Vibrancy Amenities

Parking

- Explore Off Street Opportunities
- Public & Private Opportunities

Linkages

- Connect Downtown & Riverfront
- Explore & Celebrate the Alleys

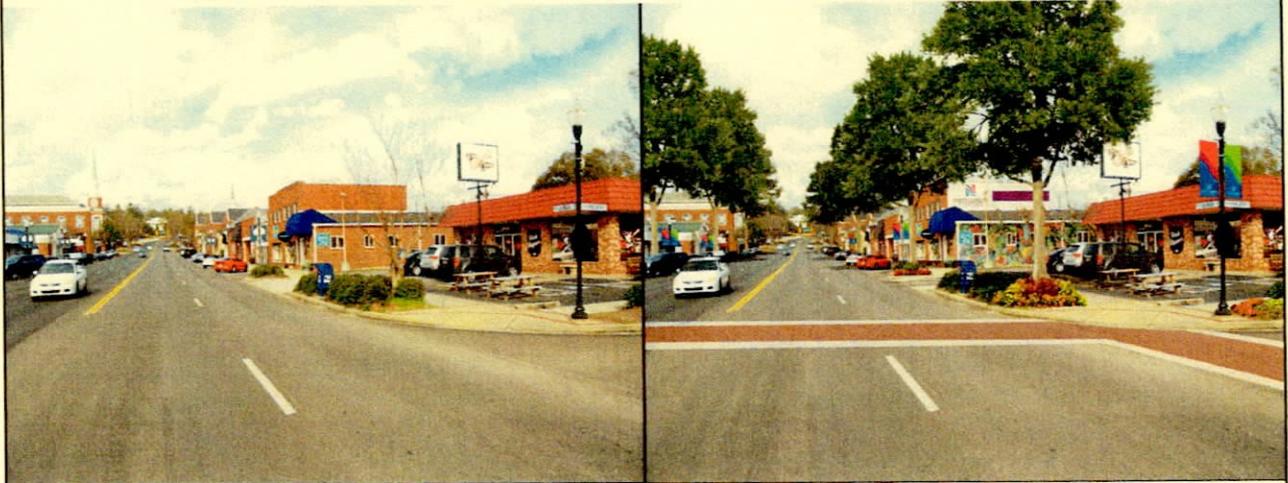
Gateway Site/Old Carpet Building

- Reuse & New Development Opportunity
- 'Hinge Point' Connection
- Outdoor Amenities

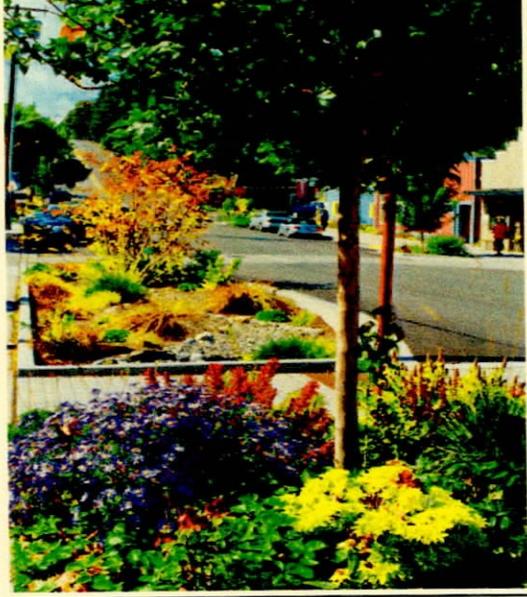
Facades

- Enhancements & Activation

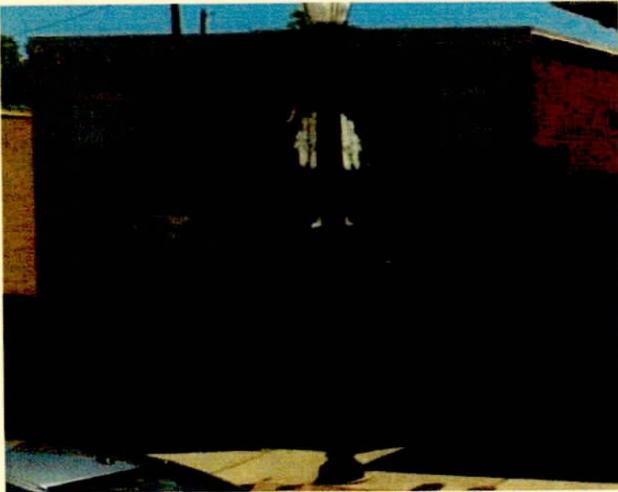
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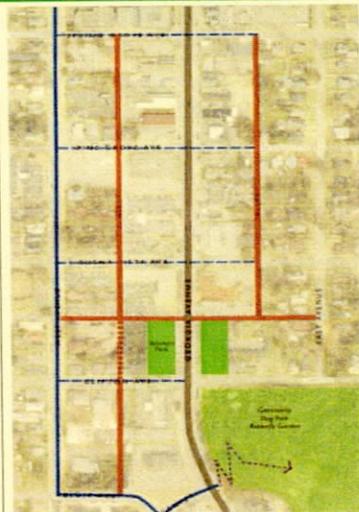


REFINING DOWNTOWN

Vibrancy Amenities: Downtown Stickability



REFINING DOWNTOWN



to Riverfront

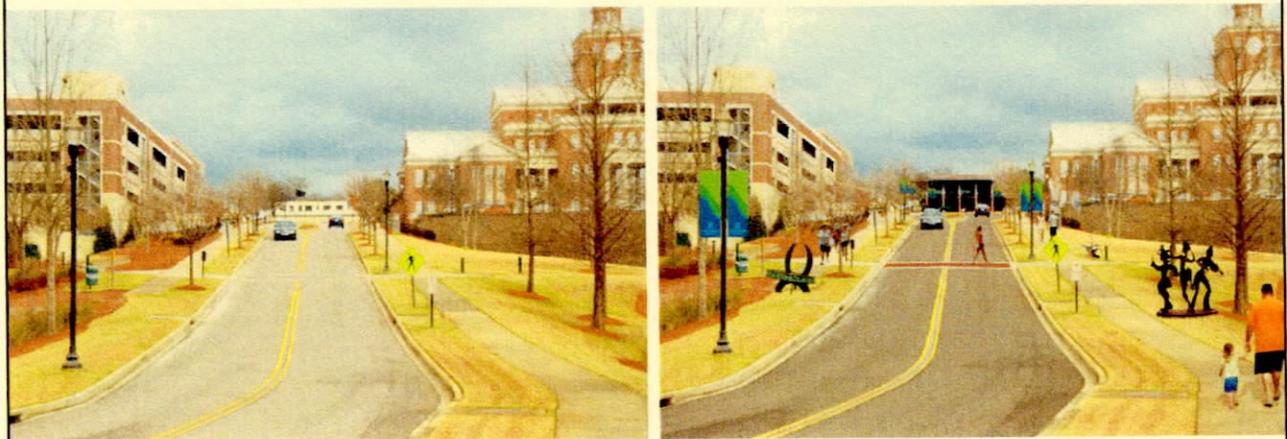
- Key**
- Alley Connections
 - - - Potential Future Alley Connection
 - On Street Bike Sharrows
 - - - On Street Connections to Georgia Avenue
 - Georgia Avenue
 - - - Potential Future Park Connection

Pedestrian & Bike Connections

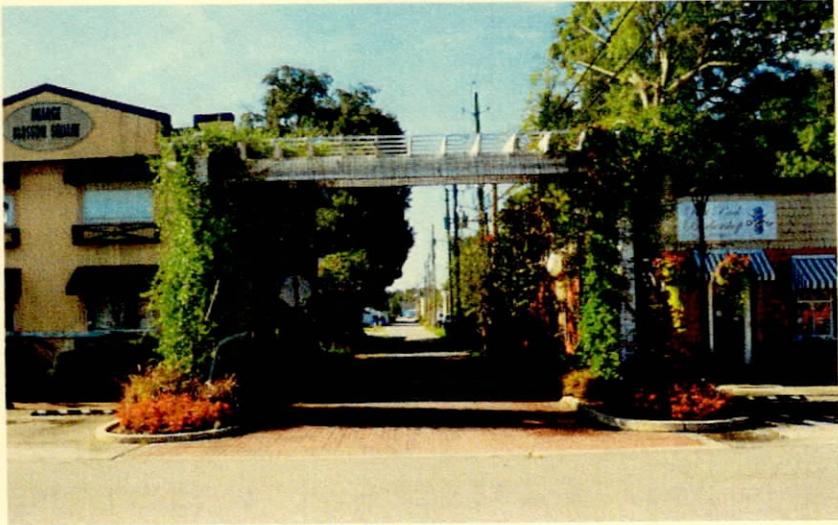
March 2019

Pedestrian & Bike Connections

REFINING DOWNTOWN



REFINING DOWNTOWN



REFINING DOWNTOWN



REFINING DOWNTOWN



GETTING ORGANIZED



NA Forward is focused on initiatives that enhance the quality of life in North Augusta. Currently our primary area of focus is creating a vibrant, sustainable Downtown. To accomplish this task, NA Forward joined the Main Street America program.

We chose Main Street America because we both believe:

- Downtown is the heart and soul of our community.
- Downtown revitalization has to be locally powered.
- Downtown has unique character that connects our past to our future.

GETTING ORGANIZED

A Clear Mission & Vibrant District

Main Street is a Community-Driven Approach. Broad based public and private sector partnerships are critical to a successful and sustainable revitalization effort.

What Are the Four Points?



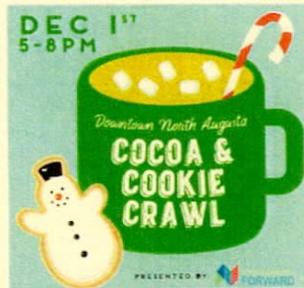
ECONOMIC VITALITY focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.

DESIGN supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.

PROMOTION positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

ORGANIZATION involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.

GETTING ORGANIZED



GETTING ORGANIZED



GETTING ORGANIZED

A TASTE OF FUN

A TASTE OF RELAXATION

A TASTE OF THE TIMES

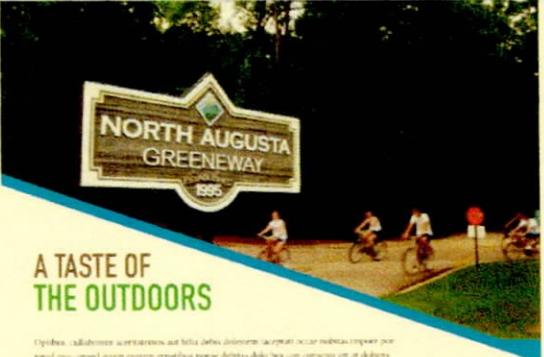
A TASTE OF YOUR CHILDHOOD



GETTING ORGANIZED

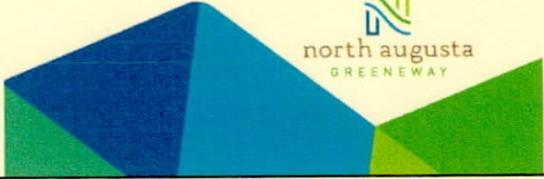


GETTING ORGANIZED

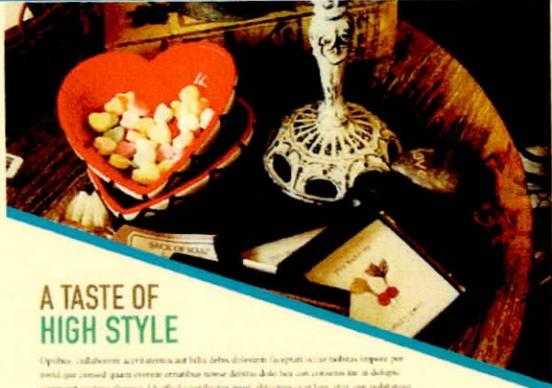


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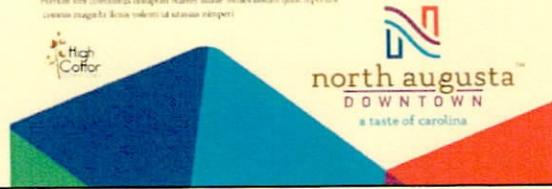


GETTING ORGANIZED

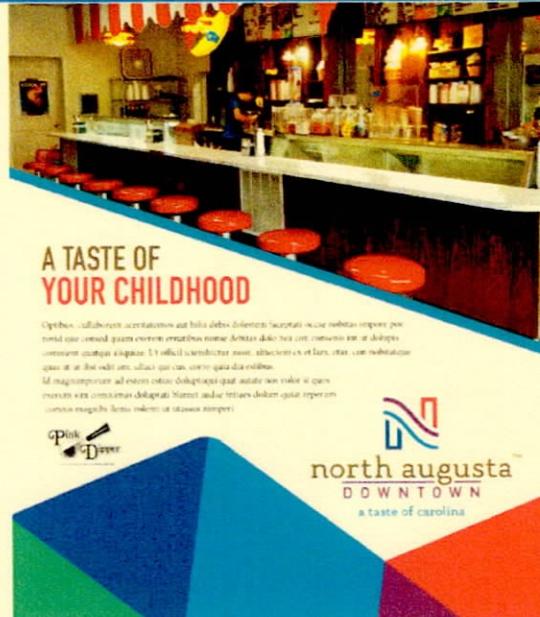


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GETTING ORGANIZED



GETTING ORGANIZED

- Successful revitalization is achieved and sustained only when those that benefit from a vital community are engaged in guiding and supporting the process.
- Every aspect of the Main Street approach depends on a proactive effort to work with downtown and community leaders to address revitalization.
- Main Street is a community-driven approach!

GETTING ORGANIZED

“Coming together is a beginning.

Keeping together is progress.

Working together is success.”

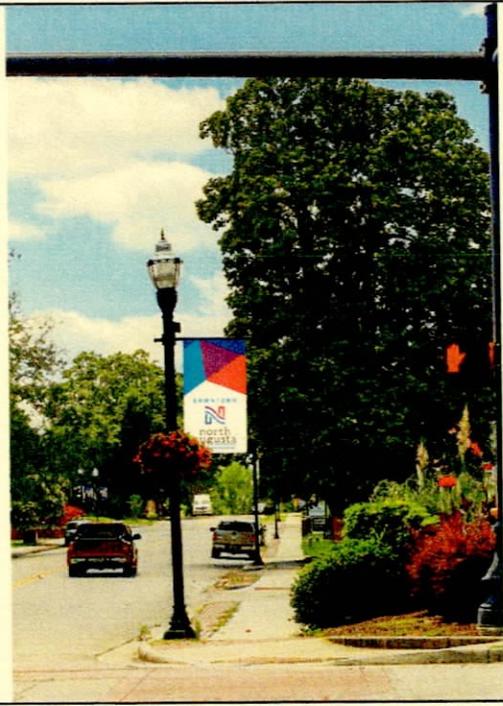
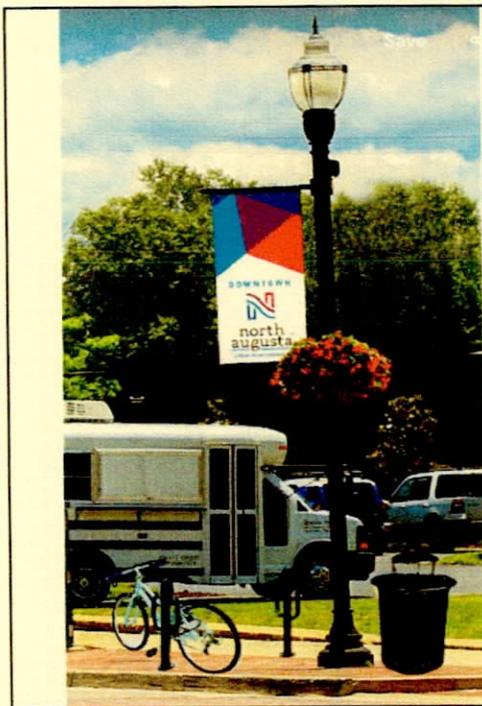
– Henry Ford

Design Committee

Streetscape Amenities Plan

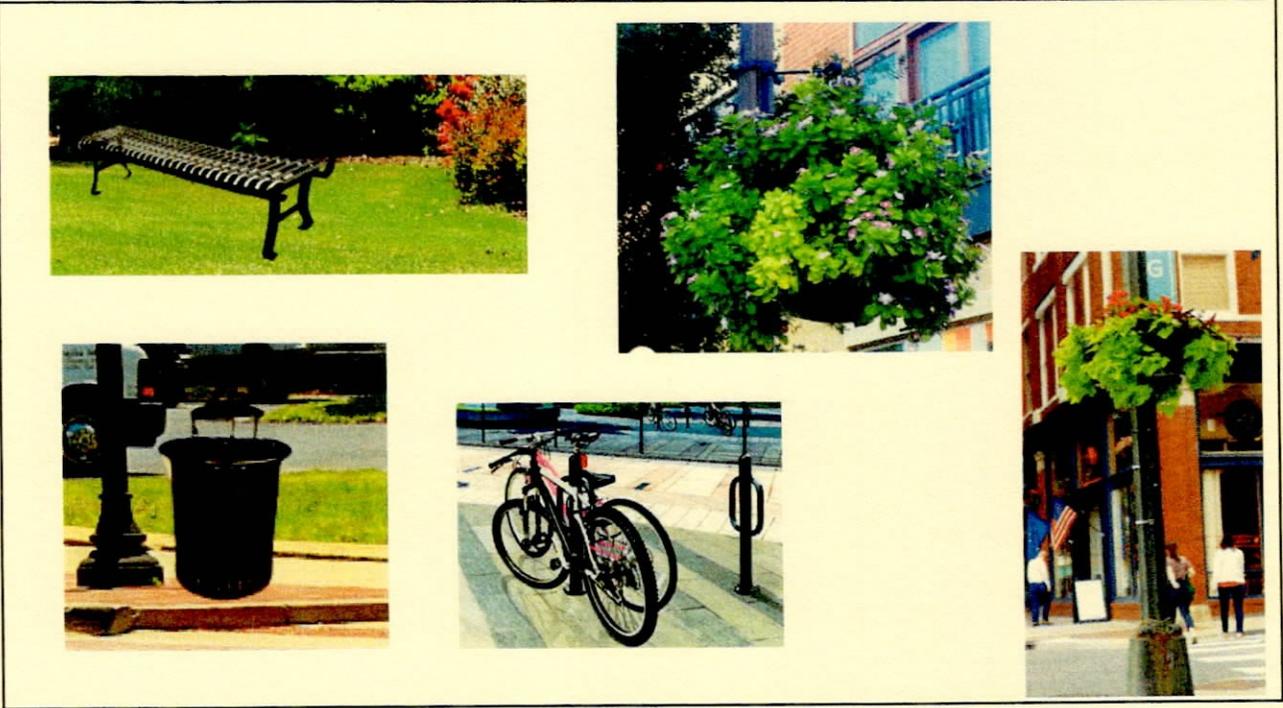
- Design is the program area that concentrates on the appearance and function of everything that is visual in downtown.
- Design improvements are important to economic revitalization.
- The appearance of downtown is the first visual impression visitors get – that visual impression shapes visitor perceptions and experiences.











CITY OF NORTH AUGUSTA

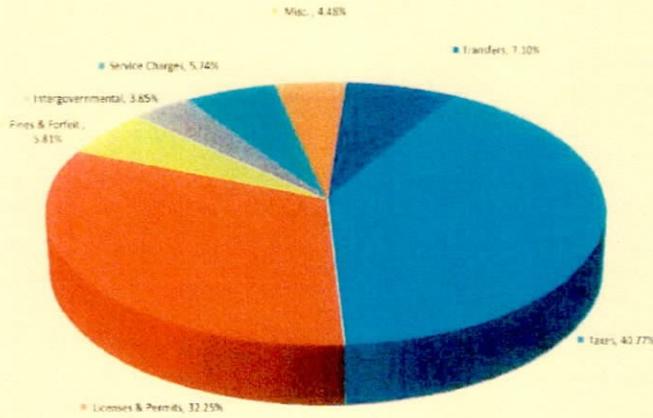
2022 Budget Planning Study Session



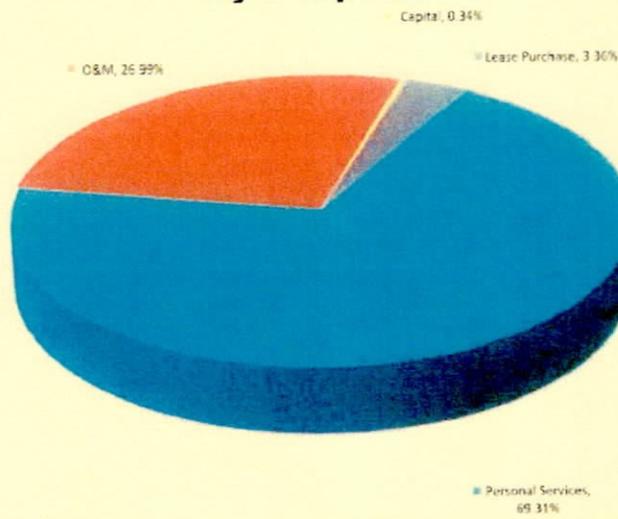
FY 2022 BUDGET CALENDAR

Day	Date	Action	Responsible Official(s)
Monday	June 28	Budget Workshop	Mayor and City Council
Wednesday	July 7	Send budget request letters	City Clerk
Monday	July 12	Budget Preparation Data Input Available to Directors - June 30, 2021, YTD Balance Complete	CFO
Friday	July 23	Revenue Estimates, Employee Allocation Sheets, & Vehicle and Machinery Lists Due	Leadership Team
Friday	August 6	Budget Requests Submitted by Leadership Team	Leadership Team
Monday	August 23	Begin Budget Meetings with Directors/Managers	City Administration and Directors/Managers
Tuesday	August 31	Proposed Budget Completion	City Administration and CFO
Thursday	September 16	Proposed Budget Submitted and Delivered to Mayor and City Council	City Administration, CFO, City Clerk
Monday	September 20	Council Study Session	Mayor and City Council

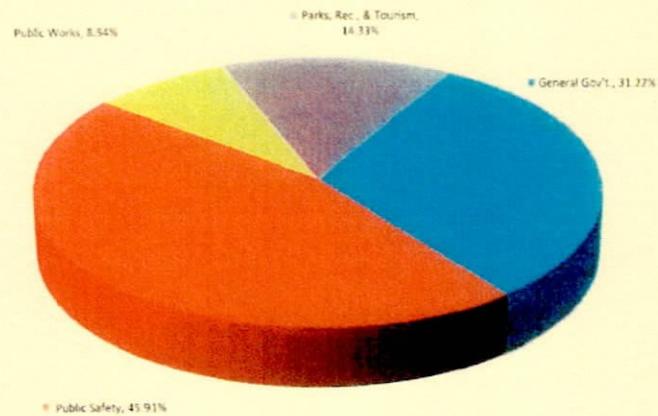
General Fund Revenues By Source of Funds



General Fund Expenditures By Purpose



General Fund Expenditures By Function



2022 Budget Administration Priorities

- ▶ Downtown/Main Street Initiatives
- ▶ Bond rating improvement initiatives to include fully funding of 2 mills to the Capital Projects Fund
- ▶ Employee compensation and benefits
- ▶ Maintenance of current facilities, equipment and infrastructure
- ▶ Director input and priorities for departments

2022 Budget Council Priorities

- ▶ Requests may be submitted to Administration via email through July 9th
- ▶ Summary of requests and funding strategies will be communicated to Mayor and Council
- ▶ Budget questions may be submitted to Administration and will be distributed to departments as necessary