

North Augusta



South Carolina's Riverfront

MINUTES OF FEBRUARY 26, 2024

Briton S. Williams, Mayor

Jenafer F. McCauley, Councilmember – Mayor Pro Tem

David B. Buck, Councilmember

Pat C. Carpenter, Councilmember

David W. McGhee, Councilmember

Eric H. Presnell, Councilmember

Kevin W. Toole, Councilmember

ORDER OF BUSINESS

STUDY SESSION

The Study Session of February 26, 2024 for the City Council of the City of North Augusta, having been duly publicized, was called to order by Mayor Briton S. 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.”

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 Buck, Carpenter, McCauley, McGhee, and Toole.

Member absent was Councilmember Presnell.

Also in attendance were James S. Clifford, City Administrator; J.D. McCauley, Assistant Administrator; Kelly F. Zier, City Attorney; Thomas C. Zeaser, Director of Engineering and Public Works; Chief Junior Johnson, Director of Public Safety; Tommy Paradise, Director of Planning and Development; James E. Sutton, Director of Public Services; Rick Meyer, Director of Parks & Recreation, Karl Waldhauer, Manager of Tourism; Lynda Williamson, Director of Finance; Kayla Ferguson, Manager of Human Resources; Ricky Jones, Manager of Information Technology; and Jamie Paul, City Clerk.

ITEM 1. CITY COUNCIL MEETING:

Administrator Clifford led Council's discussion of items for the March 4, 2024 regular meeting. **(See Attachment #1)**

Administrator Clifford added that there would be an additional resolution placed on the agenda for authorizing additional funds from CPST IV for the construction of the Public Safety Headquarters.

ITEM 2. DEPARTMENT DETAILS:

City department directors and managers provided departmental updates. **(See Attachment #2)**

ITEM 3. MAYOR'S MATTERS:

(A) FOCUS ITEM(S):

- i. Tourism Department - Update

Tourism Manager Waldhauer presented on the 2024 goals for the Tourism Department, such as increased marketing, events, updated website, and Downtown/Riverside Village focus. **(See Attachment #3)**

Discussion ensued relative to the Tourism logo and if the logo should be updated or not. It was the consensus of the Council to defer to the new hire for the Tourism and Marketing Coordinator position to provide guidance.

- (B) Mayor Williams will share reflections and announcements related to current City events and opportunities

No announcements.

The Study Session adjourned at 6:57 p.m.

APPROVED THIS 4th DAY OF
MARCH, 2024.

Briton S. Williams
Mayor

Respectfully submitted,



Jamie Paul
City Clerk



PUBLIC POWER HOUR

March 4, 2024 – 5:30 p.m. - Municipal Center – 100 Georgia Avenue, 3rd Floor - Council Chambers

DRAFT AGENDA: CITY OF NORTH AUGUSTA CITY COUNCIL MEETING

March 4, 2024 – 6:00 p.m. – Municipal Center – 100 Georgia Avenue, 3rd Floor - Council Chambers

The Public Power Hour and City Council meeting will be streamed for public viewing online at:

- “City of North Augusta – Public Information” on www.Facebook.com
- “City of North Augusta Public Information” on www.YouTube.com

CITIZEN COMMENTS: Citizens may speak to Mayor and City Council on each item listed on this agenda. The Mayor will call for comments prior to Council’s discussion. Speakers shall give their name and address in an audible tone of voice. Speaker Forms are provided on the credenza at the entrance for speakers desiring that the minutes indicate that they addressed Council on a specific topic. The form will be included as part of the minutes of the meeting. Citizen comments are limited to five minutes.

CITIZEN ASSISTANCE: Individuals needing special assistance or sign interpreter to participate in the meeting, please notify the Administration Department 48 hours prior to the meeting.

1. **CALL TO ORDER**

2. **INVOCATION AND PLEDGE OF ALLEGIANCE**

3. **ROLL CALL**

4. **APPROVAL OF MINUTES:**

- Regular City Council Meeting minutes of February 5, 2024
- Leadership Planning Retreat minutes of February 21, 2024
- Study Session minutes of February 26, 2024

5. **PROCLAMATION: Disabilities Awareness Month**

OLD BUSINESS

6. **PLANNING & DEVELOPMENT: Ordinance No. 2024-03 – To Authorize the City to Enter into a Third Amendment to the Master Development Agreement of March 15, 2017 for North Augusta Riverside Village – Second Reading**

7. **PUBLIC SAFETY: Ordinance No. 2024-04 – Granting an Easement to Dominion Energy South Carolina, Inc. for Placement of Facilities to Serve Public Safety Headquarters – Second Reading**

NEW BUSINESS

8. **ADMINISTRATION:** Ordinance No. 2024-05 Authorizing the Sale of Surplus City Property at 1711 Plank Road, Parcel 006-15-06-017 – First Reading
9. **PLANNING & DEVELOPMENT:** Resolution No. 2024-07 Approving Amended and Restated Master Parking Agreement
10. **ADMINISTRATION:** Resolution No. 2024-08 A Resolution Approving a Reprioritized Project and Funding List for Capital Project Sales Tax IV (CPST IV)
11. **ADMINISTRATIOIN:** Resolution No. 2024-09 Resolution to Approve the Installation of a Mural at the Center Street Greenway Tunnel Location
12. **BOARDS AND COMMISSIONS:** Stadium Advisory Board – Appointment by the Mayor; Receipt of information by Council
13. **ADMINISTRATIVE REPORTS:**
14. **PRESENTATIONS/COMMUNICATIONS/RECOGNITION OF VISITORS:**
 - A. **Citizen Comments:** *At this time, citizens may speak to Mayor and City Council regarding matters not listed on the agenda. Speakers shall give their name and address for the records. Speaker Forms are provided on the credenza for speakers desiring that the minutes indicate that they addressed Council on a specific topic. The form will be included as part of the minutes of the meeting. Citizen comments are limited to five minutes.*
 - B. **Council Comments:**
15. **ADJOURNMENT**

DEPARTMENT DETAILS*for February 26, 2024***FINANCE:**

- Cycle 1 Due Date – March 4
- Cycle 2 Disconnect – March 5 and 6
- Online Payment system has been experiencing outages recently. We continue to monitor to reduce down time.
- Auditors are on site for field work for the 2023 Financial Report

PUBLIC SERVICES:

- Recycling Weekly Collection
- New Solid Waste Transfer Station
- Yard Waste Collection

PLANNING AND DEVELOPMENT:

- No BZA meeting this month
- 505 Brookside Drive owner demolished home to comply with Code Enforcement
- Moving forward with asking SCDOT to amend Georgia Ave. Traffic Calming to include more in-depth study of Georgia/Carolina/Jackson intersection

PUBLIC SAFETY:

- This month PS will have Rifle training taking place in Richmond County and firearms qualifications will be held at Station 2
- Chief Johnson and Captain Sherman are out of town this week at FBI Command College
- The audit of the 1% Fireman's Fund concluded last week, the report will be back in May
- The next meeting of the NA Public Safety Foundation will be on Thursday, February 29
- Public Safety started a new PSO today, we currently have 2 openings

PARKS AND RECREATION:

- Girls Volleyball Tournament Recap
- Spring Sports Update
- Nike NIBC High School Basketball Event- March 7-9.

TOURISM:

- Tourism Department team members Karl Waldhauer & Derek Boyd will attend the Thoroughbred Country Tourism Advisory Committee meeting tomorrow. Thoroughbred Country Tourism is an arm of the Lower Savannah Council of Governments that promotes Tourism in a four-county region (Aiken, Barnwell, Bamberg & Allendale).
- The Tourism & Marketing Coordinator position closed last Friday and interviews will commence in the near future.
- Tru Hotel will host a ribbon cutting ceremony next Tuesday (March 5th) at 5:00pm.

ENGINEERING AND PUBLIC WORKS:

- West Woodlawn Ave Slope Failure
- QT Mast-Arm Traffic Signal
- Carriage Lane Storm Pipe Repair

HUMAN RESOURCES:

- See the following page for the Employment Opportunities list



EMPLOYMENT
OPPORTUNITIES

Communications Technician I – Public Safety

Grade: 10

Salary/Pay Rate: \$19.65 - \$23.58

Closing Date: Until Filled

Firefighter – Public Safety

Grade: 4

Salary/Pay Rate: \$13.31 - \$15.97/hour

Closing Date: Until Filled

Grounds Worker III – Parks and Recreation

Grade: 7

Salary/Pay Rate: \$16.75 – \$20.10/hour

Closing Date: Until Filled

Grounds Worker III – Property Maintenance

Grade: 7

Salary/Pay Rate: \$16.75 – \$20.10/hour

Closing Date: Until Filled

Heavy Equipment Operator I – Streets & Drains

Grade: 9

Salary/Pay Rate: \$18.68 - \$22.42

Closing Date: Until Filled

Program Coordinator II – Parks and Recreation

Grade: 14

Salary/Pay Rate: \$23.53 – 28.23/hour

Closing Date: Until Filled

Public Safety Officer – Public Safety

Grade: 16

Salary/Pay Rate: \$23.83 - \$28.59/hour

Closing Date: Until Filled

Trades Worker – Streets & Drains

Grade: 8

Salary/Pay Rate: \$16.58 - \$19.89/hour

Closing Date: Until Filled

To apply and to see full job descriptions please visit www.northaugustasc.gov/jobs. You may also contact Human Resources for more information at 803-442-5710 or kferguson@northaugustasc.gov.

The City of North Augusta is an Equal Opportunity Employer



TOURISM UPDATE

26 February 2024



Expanding the Brand of North Augusta Tourism

2024 Goals

- Increased Marketing
- Events (New & Traditional)
- Updated Website
- Increased Social Media Presence
- Trolleys
- Downtown/Riverside Village Focus



Marketing

Branding & Tag Lines



visit
North Augusta
SOUTH CAROLINA'S RIVERFRONT

- Visit North Augusta Logo was created by Madden Media during the website build in early 2022
- We can make a rejuvenated push for this branding or start building something new

Events

- Embrace the Tradition
 - Jack O Lantern Jubilee
 - Christmas Tree Lighting
- Welcome the New
 - Increased Usage of Sharon Jones Amphitheater
 - Density-Focused Pop Up Events
- Partner
 - Augusta Greenjackets
 - Local Media
 - Third Thursday
 - Arts & Heritage Center
 - Chamber of Commerce

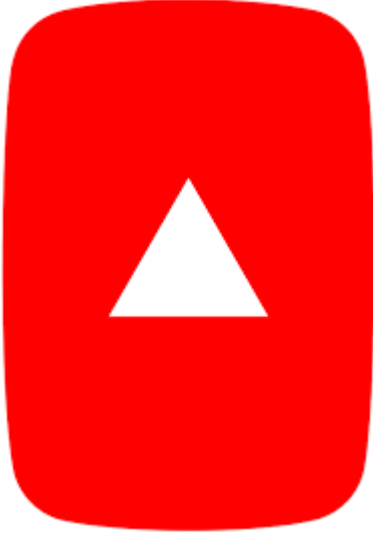


Tourism Website



- Tell Our Story
 - Reform our Tourism Website so it represents who we truly are and what we have to offer
- Community Calendar
 - Develop a hub for community events and a system to vet what is published
- Highlight
 - Create a section to showcase local attractions & businesses that would appeal to visitors (& residents)

Increased Social Media Presence



- Creating engaging content through social media is a crucial step to encourage visitors
- Keeping up with the evolution of social media and realize it is a moving target.
 - New Platforms
 - Target a variety of ages; different generations use different platforms
- YouTube Channel
 - Videos can be one of the most reliable forms of media for potential visitors



Information Distribution



- The variety of methods to distribute information is more vast than ever but it seems more challenging to reach everyone.
- Explore and promote mobile platforms to centralize information

Trolleys

- Evaluate the current status of our trolley fleet
- Develop a strategy to keep up with current demand as well as planning for anticipated needs in the near future
- Develop a long range plan for our trolley system



Downtown/Riverside Village Focus



- Create density
- Promote our assets
- Economic drivers

