

North Augusta



South Carolina's Riverfront

MINUTES OF MAY 28, 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 Special Called Study Session of May 28, 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 6:00pm 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, Presnell, and Toole.

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 & Development; James 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; Jamie Paul, City Clerk; and Ricky Jones, Manager of Information Technology.

ITEM 1. CITY COUNCIL MEETING:

Administrator Clifford led Council's discussion of items for the June 3, 2024 regular meeting. **(See Attachment #1)**

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 Update

Tourism Manager Waldhauer presented an update on the Tourism Department on items such as expanding the brand of North Augusta Tourism, Events, and Social Media presence. **(See Attachment #3Ai)**

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

Councilmember Carpenter thanked the entire City Staff for everything they do for the City.

The Study Session adjourned at 7:28pm

APPROVED THIS 3rd DAY OF
JUNE, 2024.



Briton S. Williams
Mayor

Respectfully submitted,



Jamie Paul
City Clerk



PUBLIC POWER HOUR

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

DRAFT AGENDA: CITY OF NORTH AUGUSTA CITY COUNCIL MEETING

June 3, 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 May 20, 2024
- Special Called Study Session minutes of May 28, 2024

5. **PROCLAMATIONS:**

- a. National Garden Week, June 2 – 8, 2024
- b. Scoliosis Early Detection Awareness Month June, 2024

NEW BUSINESS

6. **PLANNING & DEVELOPMENT:** Ordinance No. 2024-09 Amending Article 5, Use and Use Conditions, of the North Augusta Development Code, Chapter 18 of the City of North Augusta, South Carolina Code of Ordinances – First Reading

7. **PLANNING & DEVELOPMENT:** Ordinance No. 2024-10 To Change the Corporate Limits of the City of North Augusta by Accepting the Petition Requesting Annexation by the Landowners and Annexing ± 3.65 Acres of Property Located on Lamback Way and Owned By IV-CO LLC – First Reading

8. **PLANNING & DEVELOPMENT:** Ordinance No. 2024-11 To Amend the Zoning Map of the City of North Augusta, South Carolina by Rezoning ± 3.65 Acres of Land Owned by IV-CO, Aiken County Tax Parcel No. 012-11-14-001 from P, Public Use to R-14 Single Family Large Lot – First Reading
9. **PARKS & RECREATION:** Resolution No. 2024-25 Authorizing a Restructuring of Personnel for the Department of Parks & Recreation
10. **FINANCE:** Resolution No. 2024-26 Authorizing a Restructuring of Personnel for the Departments of Public Services and Engineering
11. **ADMINISTRATIVE REPORTS:**
12. **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:**
13. **ADJOURNMENT**

DEPARTMENT DETAILS

for May 28, 2024



FINANCE:

- Cycle 1 Due Date – June 3
- Cycle 2 Disconnect Dates – June 4 & 5

PUBLIC SERVICES:

- Mosquito Control
- Sanitation Commercial Dumpsters

PLANNING AND DEVELOPMENT:

- BZA meeting June 4
- Involuntary lot cleanups moving forward today:
 - 26 Rapid Court
 - Kip Road off of Five Notch

PUBLIC SAFETY:

- Thursday afternoons in June, Public Safety will be doing training in Riverview Park.
 - May see an increase of vehicles with emergency lights in operation in the Hammond Hills and Georgetown Drive area.
- Friday, May 31 the Community Action Team will be holding a charity softball tournament benefiting The RECing Crew.
- Captain Sherman continues working with the Opioid substance abuse steering committee.

PARKS AND RECREATION:

- Splash day on Friday, May 31
- Riverview Park
- Adaptive kayak launcher
- Summer camps
- Travel Basketball & Baseball tournaments
- Summerfield Park playground

TOURISM:

- Early Voting has started at the Community Center (see attached flyer for details)
- Music in the Park series continues on May 30th at 7:00pm

ENGINEERING AND PUBLIC WORKS:

- City Street Repair Schedule

HUMAN RESOURCES:

- See the following page for the Employment Opportunities list



EMPLOYMENT OPPORTUNITIES

Building Standards Inspector II – Building Standards

Grade: 15

Salary/pay Rate: \$24.50 - \$29.40

Closing Date: Until Filled (**July 1, 2024 Start**)

Trades Worker – Streets & Drains

Grade: 8

Salary/Pay Rate: \$17.71 - \$21.26/hour

Closing Date: Until Filled

Communications Technician I – Public Safety

Grade: 10

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

Closing Date: Until Filled

Vehicle Operator II – Sanitation

Grade: 10

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

Closing Date: Until Filled

Engineering Inspector II – Engineering

Grade: 15

Salary/pay Rate: \$24.50 - \$29.40

Closing Date: Until Filled (**July 1, 2024 Start**)

Firefighter – Public Safety

Grade: 4

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

Closing Date: Until Filled

Grounds Worker III – Property Maintenance

Grade: 7

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

Closing Date: Until Filled

Meter Reader/Service Technician – Public Utilities

Grade: 9

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

Closing Date: Until Filled

Public Safety Officer – Public Safety

Grade: 16

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

EARLY VOTING

2024 South Carolina Primaries

WHEN

Starts: Tuesday, May 28th

Ends: Friday, June 7th

Time: 8:30am-5pm

No Saturdays or Sundays

WHERE

North Augusta
Community Center
495 Brookside Avenue
North Augusta, SC 29841



VISIT NORTH AUGUSTA

South Carolina's Riverfront



Tourism In North Augusta



- Understanding our Market
 - Local/Regional
 - Engaging our residents
- Telling Our Story
 - What do we have to offer?
 - What makes us unique?
 - What's our photo op?
- Assets
 - Natural
 - Commercial



Expanding the Brand of North Augusta Tourism

Current Projects

- Re-Focus of Facility Usage
- Events (New & Traditional)
- Increased Marketing
- Updated Website & Branding
- Increased Social Media Presence



Facilities 2024

Renewed interest in facilities by being inviting to local businesses and public functions



QUARTER 1 & 2 HIGHLIGHTS

NEW VENTURES/ONE-OFF EVENTS

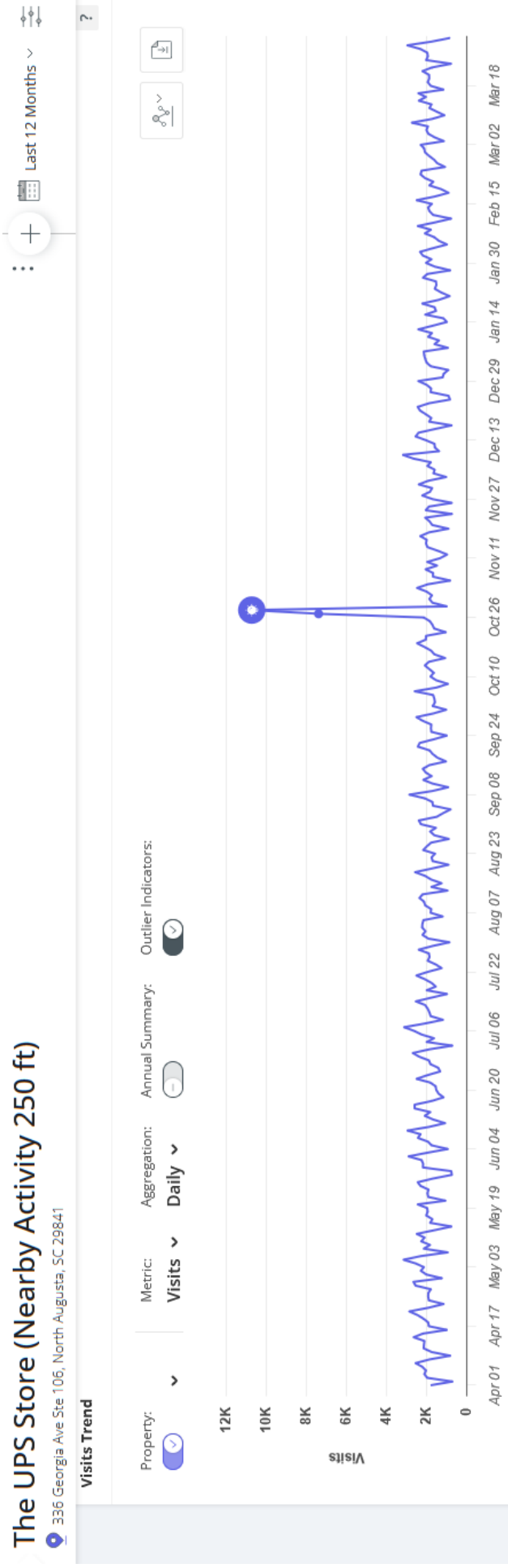
- American Red Cross Blood Drive
- SC Secretary of Commerce
- Nikki Haley Rally
- City CPR Training
- NAPS Plea Day
- ACPSD Dances/Prom
- SC Economic Development Association Conference
- LSCOG Transportation Forum
- Leadership Aiken County
- Chamber Women in STEM Conference
- Project Management Institute Conference
- SRNS Job Fair
- Aiken County Elections Commission Early Voting

CONTINUED PARTNERSHIPS/RENTALS

- Optimist Club
- Lions Club
- Chamber of Conference Events (17)
- North Augusta Beautification Foundation
- Disabled American Veterans
- North Augusta Cultural Arts Council
- North Augusta Artists Guild
- Cold War Patriots
- Audubon Society
- Music in the Park Series
- HOA Meetings



Events



October 27-28, 2023

Jack O Lantern Jubilee: 18,190

Times Square Tower: 12,710

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
 - North Augusta Forward/Third Thursday
 - Arts & Heritage Center
 - Chamber of Commerce
- Conferences
 - Statewide
 - Regional



ATTACHMENT #3A1

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Events



Augusta NATIONAL
WOMEN'S AMATEUR

SAVE THE DATE

8003

Eight Oh Three

AUGUST 3RD

CODY WEBB



**SC COUNCIL ON
COMPETITIVENESS**



DISCOVER
South Carolina

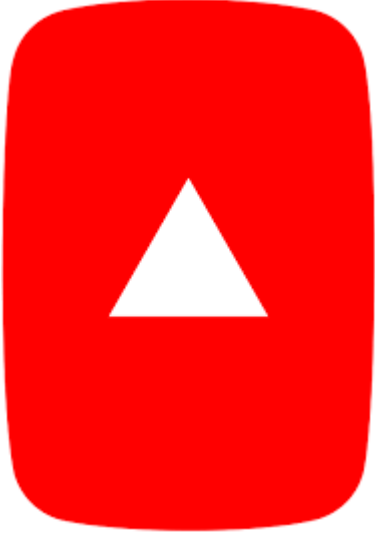


Tourism Website



- 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