



**RICHLAND COUNTY COUNCIL  
SPECIAL CALLED MEETING AGENDA**

**OCTOBER 28, 2014  
7:15 PM**

**CALL TO ORDER** **THE HONORABLE NORMAN JACKSON**

**INVOCATION** **THE HONORABLE JIM MANNING**

**PLEDGE OF ALLEGIANCE** **THE HONORABLE JIM MANNING**

**Presentation Of Resolutions**

1. a. Resolution Recognizing the Importance of Environmental Systems Operators [JACKSON]

**Approval Of Minutes**

2. Regular Session: October 21, 2014 [PAGES 4-14]

**Adoption Of The Agenda**

**Report Of The Attorney For Executive Session Items**

3. a. PDT Contract

**Citizen's Input**

4. For Items on the Agenda Not Requiring a Public Hearing

**Report Of The County Administrator**

**Report Of The Clerk Of Council**

**Report Of The Chairman**

**Open/Close Public Hearings**

5. a. An Ordinance Amending the Fiscal Year 2014-2015 Hospitality Tax Fund Annual Budget to appropriate \$89,250 of Hospitality Fund Balance to provide funding for Famously Hot New Year

### **Third Reading Items**

6. An Ordinance Amending the Fiscal Year 2014-2015 Hospitality Tax Fund Annual Budget to appropriate \$89,250 of Hospitality Fund Balance to provide funding for Famously Hot New Year [PAGES 18-27]

### **Report Of Economic Development Committee**

7. a. Waterpark Selection Committee Recommendation
- b. Project LM Update

### **Other Items**

8. REPORT OF THE TRANSPORTATION AD HOC COMMITTEE:
  - a. Right of Entry Agreement with SCDOT - Hardscrabble Road Widening Project [PAGES 29-33]
  - b. PDT Contract

### **Citizen's Input**

9. Must Pertain to Items Not on the Agenda

### **Executive Session**

### **Motion Period**

### **Adjournment**



#### **Special Accommodations and Interpreter Services**

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Any person who requires a disability-related modification or accommodation, including auxiliary aids or services, in order to participate in the public meeting may request such modification, accommodation, aid or service by contacting the Clerk of Council's office either in person at 2020 Hampton Street, Columbia, SC, by telephone at (803) 576-2061, or TDD at 803-576-2045 no later than 24 hours prior to the scheduled meeting.

# Richland County Council Request of Action

**Subject**

- a. Resolution Recognizing the Importance of Environmental Systems Operators [JACKSON]

# Richland County Council Request of Action

**Subject**

Regular Session: October 21, 2014 **[PAGES 4-14]**

# RICHLAND COUNTY COUNCIL

## SOUTH CAROLINA

### REGULAR SESSION MINUTES

October 21, 2014  
6:00 PM  
County Council Chambers

*In accordance with the Freedom of Information Act, a copy of the agenda was sent to radio and TV stations, newspapers, persons requesting notification, and was posted on the bulletin board located in the lobby of the County Administration Building*

#### CALL TO ORDER

Mr. Jackson called the meeting to order at approximately 6:02 PM

#### INVOCATION

The Invocation was given by the Honorable Joyce Dickerson

#### PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by the Honorable Joyce Dickerson

#### PRESENTATION OF RESOLUTION

**Breast Cancer Awareness Resolution** – Ms. Dickerson presented a resolution in support of Breast Cancer Awareness.

**POINT OF PERSONAL PRIVILEGE** – Mr. Rose stated that an Run/Walk event at Lake Carolina for Patrick Allen, a Richland County EMS worker, who has been diagnosed with colon cancer.

**Resolution Honoring Carolyn Cliett** – Mr. Jackson presented a resolution to Ms. Cliett recognizing her community service.

**Domestic Violence Awareness Month Resolution** – Ms. Dixon presented a resolution to SisterCare in honor of Domestic Violence Awareness Month.

**National Disability Employment Awareness Month Proclamation** – Mr. Pearce presented a proclamation to Mr. Hanna in honor of National Disability Employment Awareness Month.

#### APPROVAL OF MINUTES

**Regular Session: October 7, 2014** – Mr. Manning moved, seconded by Ms. Dickerson, to approve the minutes as submitted. The vote in favor was unanimous.



#### Council Members Present

Norman Jackson, Chair  
Joyce Dickerson, Vice Chair  
Julie-Ann Dixon  
Bill Malinowski  
Jim Manning  
Greg Pearce  
Torrey Rush  
Seth Rose  
Kelvin E. Washington, Sr.

#### Others Present:

Tony McDonald  
Sparty Hammett  
Roxanne Ancheta  
Warren Harley  
Laura Saylor  
Daniel Driggers  
John Hixon  
Justine Jones  
Monique Walters  
Rob Perry  
Brandon Madden  
Beverly Harris  
Quinton Epps  
Brad Farrar  
Michelle Onley  
Donny Phipps  
Larry Smith  
Cheryl Patrick  
Tracy Hegler  
Amelia Linder  
Dwight Hanna  
Monique McDaniels  
Anna Lange  
Nelson Lindsay  
Elizabeth McLean

# RICHLAND COUNTY COUNCIL

## SOUTH CAROLINA



Richland County Council  
Regular Session  
Tuesday, October 21, 2014  
Page Two

### ADOPTION OF THE AGENDA

Ms. Dickerson moved, seconded by Ms. Dixon, to adopt the agenda as published. The vote in favor was unanimous.

### REPORT OF THE ATTORNEY FOR EXECUTIVE SESSION ITEMS

Mr. Smith stated that the following items were potential Executive Session Items:

- a. **Contractual Matter: Medicare Advantage Retiree Insurance**
- b. **PDT Contract**

*Council went into Executive Session at approximately 6:23 p.m.  
and came out at approximately 7:34 p.m.*

- a. **PDT Contract** – Ms. Dixon moved, seconded by Mr. Rush, to direct staff to proceed as directed in Executive Session. The vote in favor was unanimous.

### CITIZENS' INPUT

No one signed up to speak.

### REPORT OF THE COUNTY ADMINISTRATOR

- a. **Tremaine Energy Leadership Award** – Mr. McDonald stated that the County was awarded the Tremaine Energy Leadership Award by the South Carolina Energy Office. The award is for outstanding contributions to energy conservation, energy efficiency, renewal energy and/or alternative fuel usage.

**POINT OF PERSONAL PRIVILEGE** – Mr. Washington thanked Mr. Manning for his motion to develop the Sustainability Office.

- b. **Presentation of Budget Book** – Mr. McDonald stated that a copy of the 2013-2014 Budget Book was placed at each council member's seat.
- c. **GIS Recognition** – Mr. McDonald stated that Patrick Bresnahan, GIS Department, was appointed to co-chair the GIS Subcommittee of NACo last year and this year has been appointed to co-chair NACo's Essential County Technology Committee.

# RICHLAND COUNTY COUNCIL

## SOUTH CAROLINA

Richland County Council  
Regular Session  
Tuesday, October 7, 2014  
Page Three



- d. **Public Works Director** – Mr. McDonald stated that Ismail Ozbek has been appointed as the Public Works Director.
- e. **Goodwill Plantation/Cook's Mountain Update** – Mr. McDonald stated that the meeting between the Conservation Commission and DNR is been set up and staff will bring back a report at the November 18<sup>th</sup> meeting.

### REPORT OF THE CLERK OF COUNCIL

- a. **October 28, 2014 – Special Called Meeting** – Ms. McDaniels reminded Council of the October 28<sup>th</sup> Special Called Meeting.
- b. **November Meeting Schedule – November 18 – Council Meeting; November 25 – Committee/Zoning Public Hearing** – Ms. McDaniels stated that the meetings for November are November 18<sup>th</sup> and 25<sup>th</sup>.
- c. **2015 Council Meeting Schedule** – Ms. McDaniels stated that the proposed 2015 Council meeting schedule was in the agenda packet.

### REPORT OF THE CHAIRMAN

- a. **LGF Resolution** – Ms. Dickerson moved, seconded by Mr. Malinowski, to adopt the proposed resolution. The vote in favor was unanimous.
- b. **Office of Small Business Opportunity Grand Opening – November 19, 2014, 11:30 a.m.-3:00 p.m. at 2000 Hampton Street (Health Building), Suite 3014** – Mr. Jackson stated that the Office of Small Business Opportunity Grand Opening will be held on November 19<sup>th</sup>, 11:30 AM – 3:00 PM.

### PRESENTATION

LRADAC – Gayle Aycok, President & CEO – This item was deferred until a future meeting.

### APPROVAL OF CONSENT ITEMS

- 14-16MA, Hansel L. Carter, RU to GC (.46 Acres), 115 Congaree Run, 30600-05-02(p) [THIRD READING]
- 14-20MA, Craig & Martha Addy, RU to RS-MD (1.33 Acres), Gate Rd. & Wise Rd., 02412-02-02(p) & 02509-04-02(p) [THIRD READING]

# RICHLAND COUNTY COUNCIL

## SOUTH CAROLINA

Richland County Council  
Regular Session  
Tuesday, October 21, 2014  
Page Four



- 14-21MA, Patrick Palmer, RU to RC (2.99 Acres), Killian Rd. & Hwy. 21, 14600-03-55 & 02 [THIRD READING]
- 14-22MA, Quadir Muwwakkie, RM-HD/RS-HD to GC (.31 Acres), 510 Dartmouth Ave. & 515 Club Rd., 09309-12-12 & 17 [THIRD READING]
- 14-23MA, Joe Jackson, MH to OI (1 Acre), 2803 Padgett Rd., 22105-03-65 [THIRD READING]
- 14-24MA, Sherry Jaco, RM-HD to NC (.20 Acres), 1170 Olympia Ave., 11203-06-04 [THIRD READING]
- An Ordinance Amending the Richland County Code of Ordinances, Chapter 6, Buildings and Building Regulations; so as to provide regulations for the construction, use, maintenance, and occupancy of mobile home parks, mobile home park sites, mobile homes, permanent buildings, accessory buildings or structures, and building components located within a mobile home park or a mobile home site, in all parts of the unincorporated areas of Richland County [SECOND READING]
- An Ordinance Amending the Richland County Code of Ordinances; Chapter 17, Motor Vehicles and Traffic; Article II, General Traffic and Parking Regulations; Section 17-9, Through Truck Traffic Prohibited; Subsection (A); so as to prohibit through truck traffic on Longreen Parkway in Richland County, South Carolina [SECOND READING]
- An Ordinance Authorizing a lease to United Way of the Midlands for 1205.3± Square Feet of space at 2000 Hampton Street, 3<sup>rd</sup> Floor [SECOND READING]
- An Ordinance Amending the Fiscal Year 2014-2015 Hospitality Tax Fund Annual Budget to appropriate \$30,000 of Hospitality Fund Balance to provide funding for Palmetto Capital City Classic [SECOND READING]
- An Ordinance Amending the Richland County Code of Ordinances, Chapter 23, Taxation; Article VI, Local Hospitality Tax; so as to add the Township Auditorium as an agency [SECOND READING]
- An Ordinance Amending the Fiscal Year 2014-2015 General Fund Annual Budget to appropriate \$162,500 of General Fund Revenue received from a rate increase of \$.25 per ton on host fee charges to be used for Economic Development operating cost [SECOND READING]

# RICHLAND COUNTY COUNCIL

## SOUTH CAROLINA



Richland County Council  
Regular Session  
Tuesday, October 21, 2014  
Page Five

Mr. Malinowski moved, seconded by Ms. Dickerson, to approve the consent items. The vote in favor was unanimous.

### THIRD READING ITEM

**An Ordinance Amending the Richland County Code of Ordinances, Chapter 2, Administration; Article X, Purchasing Division 7, Small Local Business Enterprise Procurement Requirements; so as to require a business to be established in the County at least one year before certification application** – Ms. Dixon moved, seconded by Ms. Dickerson, to approve this item. the vote in favor was unanimous.

### SECOND READING ITEMS

**An Ordinance Amending the Fiscal Year 2014-2015 Hospitality Tax Fund Annual Budget to appropriate \$89,250 of Hospitality Fund Balance to provide funding for Famously Hot New Year** – Ms. Dixon moved, seconded by Ms. Dickerson, to approve this item.

#### **FOR**

Rose  
Dixon  
Dickerson  
Jackson  
Washington  
Manning

#### **AGAINST**

Pearce  
Malinowski  
Rush

The vote was in favor.

**An Ordinance Amending the Richland County Code of Ordinances, Chapter 2, Administration; Article X, Purchasing; Division 7, Small Local Business Enterprise Procurement Requirements; so as to change overall management of the program to the Office of Small Business Opportunity; and Amending Chapter 2, Administration; Article V; County Departments; Division 5A, Office of Small Business Opportunity; so as to create two divisions within the department** – Ms. Dixon moved, seconded by Ms. Dickerson, to approve this item.

#### **FOR**

Dixon  
Dickerson  
Jackson  
Washington  
Rush

#### **AGAINST**

Pearce  
Malinowski  
Rose

# RICHLAND COUNTY COUNCIL

## SOUTH CAROLINA

Richland County Council  
Regular Session  
Tuesday, October 21, 2014  
Page Six



The vote was in favor.

### REPORT OF ADMINISTRATIVE AND FINANCE COMMITTEE

**Changes to Teleworking and Alternative Work Schedules in Handbook as it Relates to Supervisory Personnel** – Mr. Malinowski moved, seconded by Ms. Dickerson, to approve this item. The vote was in favor.

### REPORT OF ECONOMIC DEVELOPMENT COMMITTEE

**Resolution Authorizing the Extension of the Investment Period Under a July 28, 2009 Fee Agreement by and between Richland County and Unum Group, Colonial Life & Accident Insurance Company, and Unum Life Insurance Company of America** – Mr. Washington stated that the committee recommended approval of this item. The vote in favor was unanimous.

**Authorizing the Execution and Delivery of an amendment to the fee agreement between Richland County, South Carolina, and Arum Composites, LLC its affiliates and assigns, to provide for a new effective date and millage rate; and other matters [FIRST READING BY TITLE ONLY]** – Mr. Washington stated that the committee recommended approval of this item. The vote in favor was unanimous.

### REPORT OF RULES AND APPOINTMENTS COMMITTEE

#### I. NOTIFICATION OF VACANCIES

- a. **Internal Audit Committee – 1** – Mr. Malinowski stated that the committee recommended advertising for this vacancy. The vote in favor was unanimous.
- b. **Richland Memorial Hospital Board – 4** – Mr. Malinowski stated that the committee recommended advertising for these vacancies. The vote in favor was unanimous.
- c. **Riverbanks Zoo Commission – 1** – Mr. Malinowski stated that the committee recommended advertising for this vacancy. The vote in favor was unanimous.

#### II. NOTIFICATION OF APPOINTMENTS

- a. **Accommodations Tax Committee – 2** – Mr. Malinowski stated that the committee recommended re-advertising for these vacancies. The vote in favor was unanimous.

# RICHLAND COUNTY COUNCIL

## SOUTH CAROLINA

Richland County Council  
Regular Session  
Tuesday, October 21, 2014  
Page Seven



- b. **Airport Commission - 1** - This item was held in committee.
- c. **Board of Zoning Appeals -1** - Mr. Malinowski stated that the committee recommended re-advertising for this vacancy. The vote in favor was unanimous.
- d. **Building Codes Board of Appeals - 3** - Mr. Malinowski stated that the committee recommended re-advertising for these vacancies. The vote in favor was unanimous.
- e. **Business Service Center Appeals Board - 1** - Mr. Malinowski stated that the committee recommended re-advertising for this vacancy. The vote in favor was unanimous.
- f. **Central Midlands Council of Governments - 2** - Mr. Malinowski stated that the committee recommended re-advertising for these vacancies. The vote in favor was unanimous.
- g. **Employee Grievance Committee - 1** - Mr. Malinowski stated that the committee recommended appointing Ms. Florence Chretien.
- h. **Historic Columbia Foundation - 1** - This item was held in committee.

### III. DISCUSSION FROM RULES AND APPOINTMENTS COMMITTEE

- a. **Council review why varying boards have varying terms and consider if terms should be consistent [Dixon, Malinowski, and Manning]** - This item was held in committee.
- b. **Procurement Review Panel** - This item was held in committee.
- c. **Procurement Review Panel - 1** - This item was held in committee.
- d. **Citizens Input/Public Hearing Language** - Mr. Malinowski stated that committee recommended that any input from Council members on this item should be submitted to Ms. Walters by December 1<sup>st</sup>.

### OTHER ITEMS

**Medicare Advantage Retiree Insurance** - This item was taken up in Executive Session.

# RICHLAND COUNTY COUNCIL

## SOUTH CAROLINA

Richland County Council  
Regular Session  
Tuesday, October 7, 2014  
Page Eight



### REPORT OF THE OFFICE OF SMALL BUSINESS OPPORTUNITY AD HOC COMMITTEE

- a. **Bonding and Insurance Program Options** – No action was taken.
- b. **Business Development Division**
  1. **Educational Assistance**
    - a. **Seminars, workshops, courses related to business development**

Ms. Dickerson stated the committee recommended approval of this item.

Mr. Washington made a substitute motion, seconded by Mr. Jackson, to direct the SLBE Office to work with the PDT and once the OSBO Office is fully developed the educational assistance program will be managed by that office.

Mr. Rose made a second substitute motion, seconded by Mr. Pearce, to accept the committee's recommendation and direct staff to provide a list of programs and courses available at the October 28<sup>th</sup> Council meeting. A discussion took place.

The vote was in favor of the second substitute motion.

2. **Technical Assistance** – No action was taken.
  - a. **Pilot Mentor Protégé Program**
  - b. **Access to Financial Capital Program**
  - c. **Bonding and Insurance Program**

### REPORT OF THE JAIL AD HOC COMMITTEE

- a. **Alvin S. Glenn Drop Off** – Mr. Rose stated the committee recommended proceeding with the procurement process to obtain the costs and scope for local providers to offer transportation from the Detention Center. A discussion took place.

The vote in favor was unanimous.

- b. **Alvin S. Glenn Detention Center Compensation Study** – Mr. Hanna stated that Buck Consultants recommended increasing the salaries at the Detention Center.

# RICHLAND COUNTY COUNCIL

## SOUTH CAROLINA



Richland County Council  
Regular Session  
Tuesday, October 21, 2014  
Page Nine

Mr. Pearce moved, seconded by Mr. Malinowski, to forward the compensation study report to the 2015 Council Retreat. A discussion took place.

The vote in favor was unanimous.

### CITIZENS' INPUT

No one signed up to speak.

### EXECUTIVE SESSION

*Council went into Executive Session at approximately 6:23 p.m.  
and came out at approximately 7:34 p.m.*

- a. **Medicare Advantage Retiree Insurance** – Mr. Pearce moved, seconded by Ms. Dixon, to authorize staff to negotiate and award contract for Medicare retiree health insurance that will include coverage for eligible Richland County Government Medicare retirees and disability retirees. This will not change the premium percentages paid by the County based on continuous years of service with Richland County Government. The vote in favor was unanimous.

### MOTION PERIOD

- a. **A review of the dirt road paving list reflects at least 8 roads that do not have occupants (homes/businesses), yet they are prioritized over roads that have buildings on them. Based on this information I make the following motion: all dirt roads to be paved will be prioritized so that those with buildings will be done prior to those with no buildings, since the purpose of paving is for residents [MALINOWSKI]** – This item was referred to the Dirt Road Ad Hoc Committee.
- b. **Resolution Recognizing October as Pregnancy and Infant Loss Awareness Month [MANNING]** – Ms. Dickerson moved, seconded by Ms. Dixon, to adopt the resolution. The vote in favor was unanimous.
- c. **Resolution Recognizing the Importance of Environmental Systems Operators [JACKSON]** – Ms. Dixon moved, seconded by Ms. Dickerson, to adopt the resolution. The vote in favor was unanimous.
- d. **The penny tax has created additional work for various Richland County Departments above their normal work load. One example is the Legal Department that must assist in preparation of all the legal documents**

# RICHLAND COUNTY COUNCIL

## SOUTH CAROLINA

Richland County Council  
Regular Session  
Tuesday, October 21, 2014  
Page Ten



presented to Council to date. Based on this additional work, I am making the following motion: Departments who utilize manpower working on penny tax projects should quarterly submit those hours, along with any other expenses for materials used, to the Administrator and Finance Director so they can be credited from the Transportation program a proper dollar amount in their budget for that work. The Administrator and Finance Director should handle this in conjunction with the Transportation Director [MALINOWSKI] - This item was referred to the A&F Committee.

### ADJOURNMENT

The meeting adjourned at approximately 9:06 PM.

\_\_\_\_\_  
Norman Jackson, Chair

\_\_\_\_\_  
Joyce Dickerson, Vice-Chair

\_\_\_\_\_  
Julie-Ann Dixon

\_\_\_\_\_  
Damon Jeter

\_\_\_\_\_  
Paul Livingston

\_\_\_\_\_  
Bill Malinowski

\_\_\_\_\_  
Jim Manning

\_\_\_\_\_  
Greg Pearce

\_\_\_\_\_  
Seth Rose

\_\_\_\_\_  
Torrey Rush

\_\_\_\_\_  
Kelvin E. Washington, Sr.

The Minutes were transcribed by Michelle M. Onley, Deputy Clerk of Council

# Richland County Council Request of Action

**Subject**

- a. PDT Contract

# Richland County Council Request of Action

**Subject**

For Items on the Agenda Not Requiring a Public Hearing

# Richland County Council Request of Action

**Subject**

- a. An Ordinance Amending the Fiscal Year 2014-2015 Hospitality Tax Fund Annual Budget to appropriate \$89,250 of Hospitality Fund Balance to provide funding for Famously Hot New Year

# Richland County Council Request of Action

## **Subject**

An Ordinance Amending the Fiscal Year 2014-2015 Hospitality Tax Fund Annual Budget to appropriate \$89,250 of Hospitality Fund Balance to provide funding for Famously Hot New Year **[PAGES 18-27]**

## **Notes**

September 23, 2014 - The Committee forwarded this item to Council without a recommendation.

First Reading: October 7, 2014

Second Reading: October 21, 2014

Third Reading:

Public Hearing:

# Richland County Council Request of Action

**Subject:** Famously Hot New Year Celebration Funding Request

**A. Purpose**

County Council is requested to fund the Columbia Famously Hot New Year Celebration at \$89,250.

**B. Background / Discussion**

On September 9, 2014, Council member Dixon brought forth the following motion:

“Fund the FYNY (Famously Hot New Year) as we funded last year”

Famously Hot New Year submitted a funding request to Council for \$89,250 in July 2014 in order to provide the full amount originally requested through the FY15 grant process. The original grant requests totaling \$100,000 went through the FY15 budget process and the County allocated \$10,750 in Accommodations and Hospitality Tax funds.

In FY14, the County allocated \$50,000 in Hospitality Tax funds. Per the motion above, in order to fund this allocation at the same level as FY14, the County would need to allocate an additional \$39,250.

The Famously Hot New Year’s event will take place on December 31, 2014 in downtown Columbia. For the past three years, this event has drawn large crowds to the area. The event offers free musical entertainment and a fireworks show. Over 26,000 people attended the event in December 2013.

Attached is a copy of the organization’s request, a letter of support from the Midlands Authority for Conventions, Sports & Tourism (CVB) and a memo outlining what they are doing to help improve the financial stability of the event.

The chart below shows the County’s FY14 and FY15 funding history of this event.

	<b>FY14 Allocation</b>	<b>FY15 Grant Request</b>	<b>FY15 Allocation</b>
ATax	\$0 (Did not apply)	\$50,000	\$7,000
HTax	\$50,000	\$50,000	\$3,750
Total	\$50,000	\$100,000	\$10,750

The City of Columbia has allocated \$130,000 for the December 2014 event.

Per the 2014 Council Retreat, out of cycle requests are to be routed to the Grants Manager for review prior to Council submitting a motion for action. The organization has an application on file for FY15. The expenditures outlined in their request are eligible for funding. The event’s fiscal agent, Greater Columbia Community Relations Council, is eligible as a 501 c 3 organization.

**C. Legislative / Chronological History**

- Allocation of \$10,750 during the FY15 Budget process – June 2014
- Motion by Ms. Dixon – September 9, 2014

**D. Financial Impact**

Allocating additional funds to this organization will cause a financial impact and will require a budget amendment. A source of funding will need to be identified and it will require three readings and a public hearing. This type of allocation is typically funded through Hospitality Tax funds.

**E. Alternatives**

1. Approve the request to sponsor Famously Hot New Year Celebration at \$39,250.
2. Approve the request to sponsor Famously Hot New Year Celebration at an amount determined by Council.
3. Do not approve the motion to sponsor Famously Hot New Year Celebration.

**F. Recommendation**

This recommendation was made by Ms. Dixon. This is a policy decision for Council.

Recommended by: Julie-Ann Dixon

Department: County Council

Date: 9/9/14

**G. Reviews**

**Finance**

Reviewed by: Daniel Driggers

Date: 9/12/14

Recommend Council approval

Recommend Council denial

Comments regarding recommendation:

**Grants**

Reviewed by: Sara Salley

Date: 9/12/14

Recommend Council approval

Recommend Council denial

Comments regarding recommendation:

This is a funding decision to be made at Council’s discretion. The organization received funds in FY15 from both ATax and HTax grant programs and this is an out of cycle request.

**Legal**

Reviewed by: Elizabeth McLean

Date: 9/12/14

Recommend Council approval

Recommend Council denial

Comments regarding recommendation: Policy decision left to Council’s discretion.

**Administration**

Reviewed by: Roxanne Ancheta

Date: September 15, 2014

Recommend Council approval

Recommend Council denial

Comments regarding recommendation: This is a policy decision of Council. The organization received funds in FY15 from both ATax and HTax grant programs, and this is also an out-of-cycle request.

## Sara Salley

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**From:** Famously Hot New Year <admin@famouslyhotnewyear.com>  
**Sent:** Sunday, July 20, 2014 12:28 PM  
**To:** Norman Jackson  
**Cc:** Sara Salley; sam; Melanie Murphy  
**Subject:** Famously Hot New Year Request

Dear Councilman Jackson:

Thank you so much for your support of the 2015 Famously Hot New Year Celebration, drawing attention to all the positive things happening in the Midlands and bringing thousands of guests to our hotels, restaurants, and attractions. Funds requested for FY15 were \$100,000: \$50,000 from Hospitality Tax and \$50,000 from Accommodations Tax. Through the competitive process, we were awarded a total of \$10,750.

This letter is to urge Council to consider increasing overall funding by \$89,250 to the requested \$100,000. We are at a critical juncture in this fourth year and are working to increase overall attendance from outside the Midlands – people who spend the night and dine in our restaurants - to 45% of total guests. That will require a well-known headliner and increased out-of-market media exposure.

The organizers of FHNY have heard the message from Richland County and have made significant changes including the following:

- Establishing an advisory council of Midlands' stakeholders that includes two representatives from Richland County.
- Reaching into Richland County to involve volunteers from the unincorporated areas including veterans and non-profit groups.
- Working with the Comet to set routes for New Year's Eve in the Garners Ferry/Eastover area, Two Notch/Farrow Roads, and St. Andrews/Harbison. These routes would include park-and-ride locations as well as proximity to hotels outside the midtown area.
- Expanded marketing partnerships with the CVB and SC Parks, Recreation, and Tourism to increase both the reach of marketing and regional/national nature through public relations.
- Engaged the USC College of Hospitality, Retail, and Sport Management to build and execute more exacting measurement of impact and set baselines for all vendors related to the type of statistics they need to collect.

Our request to the City of Columbia is \$130,000, approximately 25% of the total FHNY2015 budget. The full amount requested was approved Tuesday, July 15. The balance of the budget comes from committed corporate citizens who believe in the Midlands as a great place to live, work, and play. To date, \$115,000 of our budgeted \$225,000 in private sponsorship has been committed.

As the co-chairs of FHNY2015, along with project manager, Barbara Rackes, we have worked since January to work out the kinks in the 2014 celebration and want to clear up a few points that have been publicized locally. The loss FHNY experienced in 2014 derived from two sources:

1. Inadequate ticket sales at VIP Crescent Lounge. Solution: Separate VIP lounge into self-sustaining business model dependent on the festivities but independent of any corporate or public funding sources.
2. Disputed tax payments to the SC Department of Revenue for Ticket Taxes (2 years + penalties). Solution:

Our attorney is through legal channels to document all activities and capture all or some fees paid. Liquor licensing for FHNY2015 will be managed through the semi-private VIP Crescent Lounge management, separating FHNY from future liability.

We stand ready to answer any questions you may have and hope Richland County will join us with these supplementary funds so that together we can continue to build a strong, vibrant Columbia, Richland County, Midlands, and South Carolina.

Sincerely yours,

Sam Johnson  
Melanie Murphy  
*Co-chairs, FHNY 2015*

In collaboration with the Community Relations Council, Henri Baskins, Executive Director

**Famously Hot New Year**

PO Box 12162

Columbia, SC 29211

Facebook: <https://www.facebook.com/FamouslyHotNewYear>

Twitter: @FamouslyHotNYE

Instagram: <http://instagram.com/famouslyhotnye>

Project Manager: Barbara Rackes



August 4, 2014

Chairman Norman Jackson  
Richland County Council  
2020 Hampton Street  
Columbia, SC 29201

Dear Chairman Jackson,

I want to express my support for the Famously Hot New Year's event. This event is increasing in popularity and is beginning to be recognized by people from our region, as well as throughout our entire state and into the Southeast. It has already proven to attract thousands of visitors to our City and our County and has the potential to become a premier event in the Southeast and grow even larger. These visitors stay in our hotels, eat in our restaurants, and help to generate both A-tax and H-tax.

The timing of this event is extremely important because it happens during a time that hotels are very slow due to the holidays. Most of our hotels experience their lowest occupancy of the year during this time. This event presents one of the few opportunities available to generate hotel and restaurant business.

I hope that you and your council will also recognize the importance of this event to our community and region. Thank you for your support.

Best,

Bill  
William Ellen  
President/CEO  
Midlands Authority for Conventions, Sports & Tourism  
Phone (803) 545-0007  
[bellen@columbiaauthority.com](mailto:bellen@columbiaauthority.com)

**MIDLANDS AUTHORITY FOR CONVENTIONS, SPORTS & TOURISM**  
Columbia Metropolitan Convention & Visitors Bureau | 1010 Lincoln Street | Columbia, SC | 29201  
Columbia Regional Sports Council | 1010 Lincoln Street | Columbia, SC | 29201  
Columbia Metropolitan Convention Center | 1101 Lincoln Street | Columbia, SC | 29201  
1.800.264.4884 | [famouslyhot.com](http://famouslyhot.com)

# MEMO

**To:** Sara Jane Salley, Grants and Community Impact Manager  
**From:** Barbara Rackes, FHNY Project Manager  
**CC:** Richland County Council Members  
**Date:** 9/3/2014  
**Re:** FHNY Financial Status

**Comments:**

The Famously Hot New Year (FHNY) celebration has completed three years of activity. The information below briefly outlines the financial history of the event and show steps the organization is taking to prevent shortfalls.

**Year 1 (July 2011 – June 2012)** The first year was quickly organized and planned for 7,000 guests. Initial organizers were unprepared for the doubled size of the crowd and operated with limited centralized management or budget. Unanticipated invoices for services put the event in the red. Approximately 15,000 people attended the event.

Total Income: \$212,960.89  
Total Expense: \$212,593.52  
Net Income: \$367.37

**Year 2 (July 2012 – June 2013)** Contrary to media descriptions, the December 31, 2012 FHNY operated in the black. Approximately 25,000 people attended the event.

Total Income: \$351,305.00  
Total Expense: \$323,014.29  
Net Income: \$28,290.71

**Year 3 (July 2013 – June 2014)** FHNY2014, which took place on December 31, 2013, experienced several financial setbacks including the dissolution of the fundraising company hired to manage donors, issues related to the SC Department of Revenue (still being contested) for ticket taxes, and a substantial shortfall (greater than \$35,000) in VIP Crescent ticket sales. The total shortfall for FHNY2014 was approximately \$56,000, of which \$50,000 was paid through a one-time allotment from Columbia City Council in February, 2014. Approximately 26,000 people attended the event.

Total Income: \$466,211.00  
Total Expense: \$323,014.29  
Net Income: (\$6,868.08)

**To ensure that FHNY2015 does not experience similar problems, the executive team has taken the following steps:**

1. The public (street) celebration has been separated from the VIP ticketed event, each is now operating with a separate business plan. Responsibility for the VIP Crescent Lounge lies exclusively with the caterer to this portion of the FHNY celebration rather than FHNY itself. FHNY will manage all ticketing revenues, reducing from those revenues agreed-to overall expenses including a percentage of security, gate, advertising, and social media. The caterer assumes the risk of attendance. VIP “free” tickets have been responsibly reduced.
2. Begun private fundraising well in advance of previous years, with nearly 70% of the planned sponsorships committed. This same target was achieved at the close of November for the previous year. Of repeat sponsors (all but two), commitments have been at or above prior year.
3. Expanded marketing partnerships with the CVB and SC Parks, Recreation, and Tourism in order to decrease cost of direct advertising while concurrently increasing both the reach of marketing and regional/national nature through public relations.
4. All licenses and permits should be in hand by the end of September 2014, eliminating the risk of “surprises” at the hands of taxing bodies at the last minute.

Aside from these four main areas of concentration, FHNY is managing monthly budgets with extreme care and working with an advisory committee to help brainstorm issues and ideas that will make the 2015 event a success. We stand ready to answer any additional questions you may have and assure you of FHNY’s intent to not only deliver a safe and exciting celebration on December 31, 2014 but to do so within sound fiscal boundaries.

STATE OF SOUTH CAROLINA  
COUNTY COUNCIL FOR RICHLAND COUNTY  
ORDINANCE NO.HT\_02

AN ORDINANCE AMENDING THE FISCAL YEAR 2014-2015 HOSPITALITY TAX FUND ANNUAL BUDGET TO APPROPRIATE \$89,250 OF HOSPITALITY FUND BALANCE TO PROVIDE FUNDING FOR FAMOUSLY HOT NEW YEAR.

Pursuant to the authority granted by the Constitution and the General Assembly of the State of South Carolina, BE IT ENACTED BY THE COUNTY COUNCIL FOR RICHLAND COUNTY:

SECTION I. That the amount of Eighty Nine Thousand Two Hundred Fifty Dollars (\$89,250.00) be appropriated to provide funding for Famously Hot New Year. Therefore, the Fiscal Year 2014-2015 Hospitality Tax Annual Budget is hereby amended as follows:

REVENUE

Revenue appropriated July 1, 2014 as amended:	\$ 6,065,000
Appropriation of Hospitality Tax Fund Balance:	\$ <u>89,250</u>
Total Hospitality Tax Fund Revenue as Amended:	\$ 6,154,250

EXPENDITURES

Expenditures appropriated July 1, 2014 as amended:	\$ 6,065,000
Famously Hot New Year:	\$ <u>89,250</u>
Total Hospitality Tax Fund Expenditures as Amended:	\$ 6,154,250

SECTION II. Severability. If any section, subsection, or clause of this ordinance shall be deemed to be unconstitutional or otherwise invalid, the validity of the remaining sections, subsections, and clauses shall not be affected thereby.

SECTION III. Conflicting Ordinances Repealed. All ordinances or parts of ordinances in conflict with the provisions of this ordinance are hereby repealed.

SECTION IV. Effective Date. This ordinance shall be enforced from and after \_\_\_\_\_, 2014.

RICHLAND COUNTY COUNCIL

BY: \_\_\_\_\_  
Norman Jackson, Chair

ATTEST THIS THE \_\_\_\_ DAY

OF \_\_\_\_\_, 2014

\_\_\_\_\_  
Clerk of Council

RICHLANDCOUNTYATTORNEY'S OFFICE

\_\_\_\_\_  
Approved As To LEGAL Form Only.  
No Opinion Rendered As To Content.

First Reading:  
Second Reading:  
Public Hearing:  
Third Reading:

# Richland County Council Request of Action

**Subject**

- a. Waterpark Selection Committee Recommendation
- b. Project LM Update

# Richland County Council Request of Action

**Subject**

REPORT OF THE TRANSPORTATION AD HOC COMMITTEE:

- a. Right of Entry Agreement with SCDOT - Hardscrabble Road Widening Project [**PAGES 29-33**]
- b. PDT Contract

**THE STATE OF SOUTH CAROLINA**

Tract **407**

**COUNTY OF RICHLAND**

Road/Route **S-83 (Hard Scrabble Road)**  
File **40.039333**  
Item  
Project **40L23ES440013**  
PIN **39333**

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**RIGHT OF ENTRY AGREEMENT**

THIS AGREEMENT entered into this \_\_\_\_\_ day of September, 2014, by and between County Council of Richland County, the governing body of Richland County, hereinafter referred to as the “the Landowner”, and South Carolina Department of Transportation, hereinafter referred to as “the Department”.

In consideration of mutual promises and covenants each running to the other, the receipt of which is hereby acknowledged, the parties agree as follows:

1. The Landowner hereby grants to the Department and its contractors the right to enter the Landowner’s property to build the above referenced highway project. It further grants to utility companies and their contractors the right to relocate utilities as necessary for the project, but only within the limits of the new right of way. Richland County agrees that at the completion of construction, the portion of the road constructed within the property herein covered shall become the County’s responsibility.

Right of Entry Agreement (continued)

\_\_\_\_\_

Landowner

Title: \_\_\_\_\_

\_\_\_\_\_

South Carolina Department of Transportation

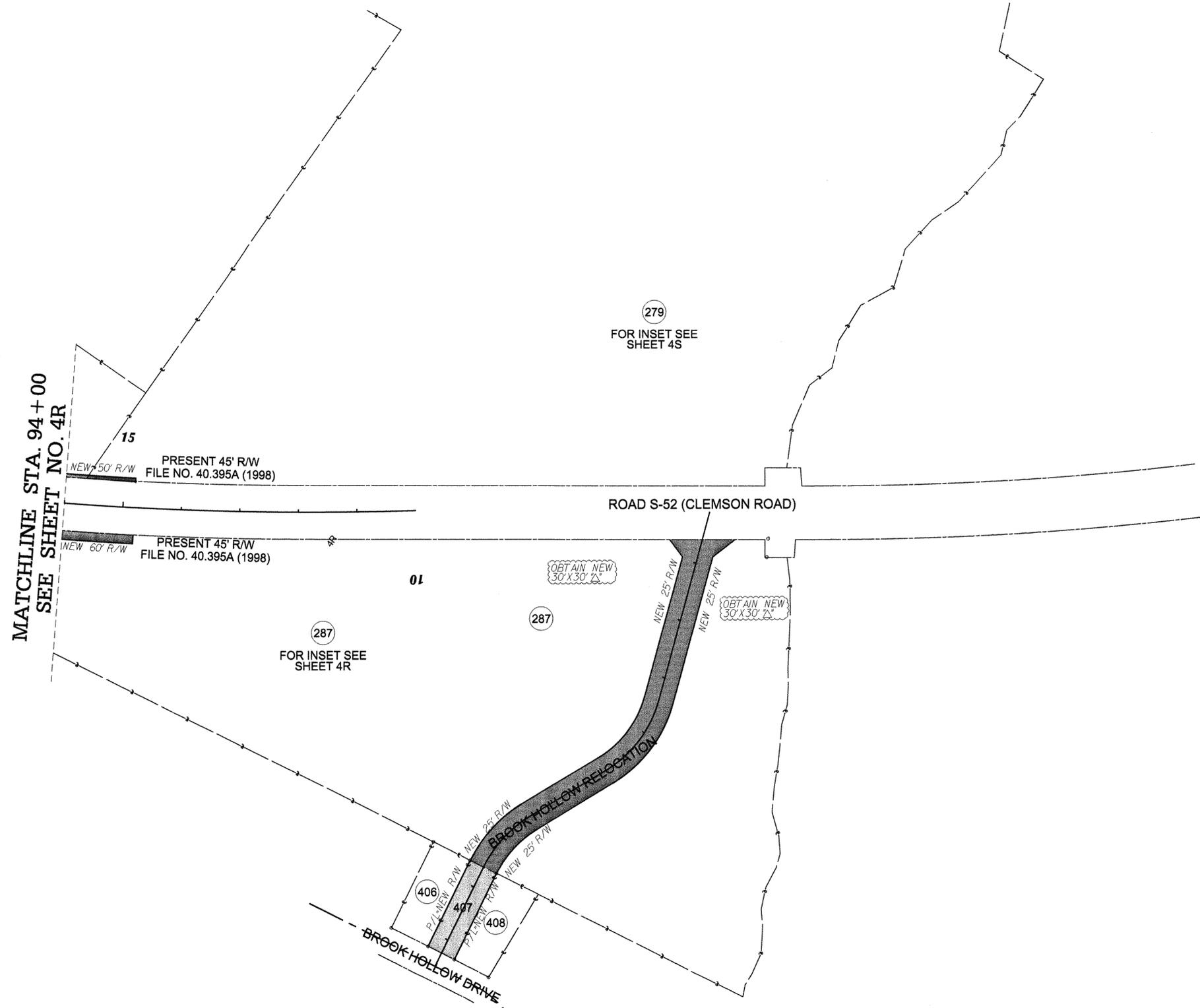
\_\_\_\_\_, 20 \_\_\_\_

# Location Map

## Right of Entry Agreement for SCDOT Hardscrabble Road Widening Project



FED. RD. DIV. NO.	STATE	COUNTY	FILE NO.	PROJECT NO.	ROUTE NO.	SHEET NO.
3	SC	RICHLAND	40.039333	H0L23ES440013	S-83	4AA



4			
3			
2			
1			
REV. NO.	BY	DATE	DESCRIPTION OF REVISION
DESIGNED BY:	_____	DATE _____	
DRAWN BY:	_____	DATE _____	
CHECKED BY:	_____	DATE _____	

SOUTH CAROLINA DEPARTMENT OF TRANSPORTATION  
ROAD S-83

PROPERTY STRIP SHEET  
ROAD S-83 (HARD SCRABBLE ROAD)  
BROOK HOLLOW

SHEET 4AA SCALE: 1" = 100'

# Richland County Council Request of Action

**Subject**

Must Pertain to Items Not on the Agenda