

Regular Pickens County Council Meeting

July 13, 2020

6:30 PM

County Council met in regular session, in the Auditorium of the County Administration Facility, with Chairman Roy Costner presiding. Agendas, bearing date, time, and location of meeting were mailed to members of council and local news media on July 7, 2020.

Council Members in Attendance:

Roy Costner, Chairman
Chris Bowers, Vice Chairman
Wes Hendricks, Vice Chairman Pro-Tem
Carl Hudson
Trey Whitehurst
Ensley Feemster

Staff in Attendance:

Ken Roper, County Acting Administrator
Meagan Nations, Clerk to Council
Les Hendricks, Contract Attorney

WELCOME AND CALL TO ORDER:

Chairman Roy Costner called the meeting of July 13, 2020 to order and welcomed those in attendance. Chairman Roy Costner led the Invocation and Pledge of Allegiance.

PUBLIC FORUM:

Chairman Roy Costner opened the Public Forum and requested the Clerk to call upon the citizens signed up to speak.

The Clerk advised there were no public forum speakers signed up on tonight's agenda.

APPROVAL OF MINUTES:

Chairman Roy Costner called for a motion to approve the following minutes as presented:

- June 1, 2020
 - Motion was made by Councilman Ensley Feemster, seconded by Councilman Carl Hudson and motion carried unanimously (6-0).

ADMINISTRATOR'S REPORT:

COVID-19 Response Briefing

Mr. Roper updated Council on COVID-19 cases in Pickens County. Mr. Roper stated there are currently 394 cases reported in Pickens County, within the last 14 days. He stated there have been seven (7) deaths in Pickens County due to COVID-19. He advised a total of 1,194 confirmed cases of COVID-19 (and 3 probable) have been reported in Pickens County since March 20th, 2020. Mr. Roper stated that there are 1,532 new cases of COVID-19 added on 7/12/20, for a total of 58,168 confirmed cases in all 46 counties throughout South Carolina.

Mr. Roper presented to Council a chart of COVID-19 cases and deaths, from March 19 – July 9. This chart showed the active cases in Pickens County, total cases in Pickens County, and deaths in Pickens County.

Pickens County Departments

Mile Creek Park Office Update: Mr. Roper stated that Ms. Allison Fowler, PRT Staff, and Building Maintenance have updated the Mile Creek Park Office and completely changed the look of the office. He stated they saved tax dollars by doing this and it is a more welcoming space.

Financial Reports:

1. Mr. Roper presented to Council a financial report of Mile Creek Park in 2018, and 2019. He stated that Mile Creek Park has not seen a decrease in revenue this year, even with being shut down a couple of weeks.
2. Mr. Roper presented the Register of Deeds Revenue, stating ROD brought in \$218,088.77 more in 2019-2020 than the previous fiscal year.
3. Mr. Roper presented the Planning and Building Codes Revenue-Permit and Plan Summary for FY-19 and FY-20.

Voters Registration

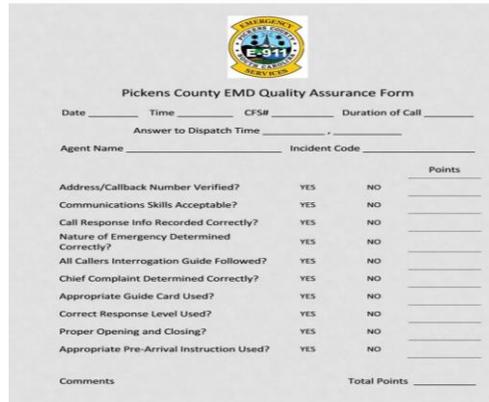
Mr. Roper stated in late February, the previous Director of Voters Registration indicated he was resigning. He stated we have had some elections that have had some problems the past few years. He stated once we knew that Director Allen was resigning, himself and Human Resources went and met with his two assistants. He stated he offered his two assistants jobs to continue where they were, or to work somewhere else within the county if preferred. Mr. Roper stated he thought the two assistants were not involved in the day-to-day politics of this position. He stated they declined, and indicated they would like to leave on March 31st. Mr. Roper stated staff was disturbed when we received a letter on March 31st from the remaining members on the Board of Voters Registration in Pickens County, stating they were resigning effective immediately. He stated he called our Library Director, Stephanie Howard, and asked her since they were closed down due to COVID-19, could she send a few employees to man the Voters Registration Office until someone was hired. After more discussion, Mr. Roper stated they were able to get Mr. Herb Thompson, who still held his commission through the end of the month, to swear in these employees so they could do the work they needed to do the next day. He stated they went to work with no experience, and no board. Mr. Roper stated the members of the delegation stepped up and expedited a board process through the governor's office. Mr. Roper recognized the new Board members and stated they were appointed on April 24th. He stated the board took resumes and hired Travis Alexander. Mr. Roper stated Mr. Alexander was brought on board 30 days before the election. He presented some photos of Election night on June 9th and of the voter's registrations office. Mr. Roper stated Mr. Alexander, and his staff, had the election results to the state by 10pm that evening. He presented photos of the elections office stating it is very organized now. Mr. Roper thanked these Pickens County Employees in the Voters Registrations office for all they have done.

COMMITTEE REPORT:

E911 – Log No. 105

- Scott Smith, Emergency Services Director, stated in November of last year, they brought forward a presentation with where they were at EMD status. Mr. Smith stated he wanted to give a review on how we go about our EMD processing.
- Mr. Smith presented the following and had detailed discussion to include, but not limited to:
 - **EMD Grading and Call Selection Process**
 - A report is generated in CAD to list all medical calls each call taker handled during month
 - E-911 Data Specialist and PCSO Communications Coordinator go over calls together
 - E-911 Data Specialists uses the call list to randomly select calls and chooses calls of different medical types
 - CAD Information and audio for each call is reviewed to be graded for all requirements listed
 - Calls are graded based on 10 criteria equal to 10 points each
 - After call review and grading is complete, the communications coordinator does a summary of the reviews and meets with each dispatcher to go over their calls for the month to provide feedback on what they can improve upon and also what they did a great job on

➤ **Pickens County EMD Quality Assurance Form**



Pickens County EMD Quality Assurance Form

Date _____ Time _____ CFS# _____ Duration of Call _____

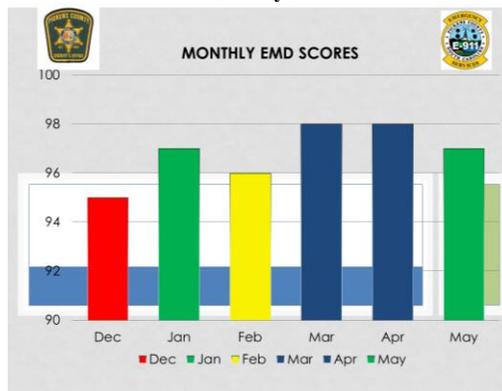
Answer to Dispatch Time _____

Agent Name _____ Incident Code _____

	YES	NO	Points
Address/Callback Number Verified?	YES	NO	_____
Communications Skills Acceptable?	YES	NO	_____
Call Response Info Recorded Correctly?	YES	NO	_____
Nature of Emergency Determined Correctly?	YES	NO	_____
All Callers Interrogation Guide Followed?	YES	NO	_____
Chief Complaint Determined Correctly?	YES	NO	_____
Appropriate Guide Card Used?	YES	NO	_____
Correct Response Level Used?	YES	NO	_____
Proper Opening and Closing?	YES	NO	_____
Appropriate Pre-Arrival Instruction Used?	YES	NO	_____

Comments _____ Total Points _____

➤ **Monthly EMD Scores for Pickens County**



➤ **EMD Quarterly Scores for 2020**



➤ **Improvements:**

- EMD Manager is now in place – Megan Burgess is now the certified EMD Manager.
- 16 Full-time dispatchers are all EMD certified, with the exception of one who is still in the training process. That employee is scheduled to begin next EMD class on July 8th.
- There are 6 part-time dispatchers, and 3 of those employees are EMD certified. Two of those employees who remain uncertified are scheduled to begin the next class in July. The other employee who is uncertified has only been employed for approximately two weeks. Mr. Smith stated they like to evaluate the likelihood of success before additional funds are spent for training classes.
- Mr. Smith stated the recertification process is required every two years from the date of original completion of training. He stated employees are at different stages due to classes being staggered and taken at different times. The requirements for recertification are: 12 hours CDE per year, up to date CPR certification and successful completion of EMD recertification test.

➤ **Changes due to COVID-19:**

- Mr. Smith stated the actual EMD process has not specified any specific questions to be ask regarding the COVID-19 pandemic. He stated they did make the decision early on to add additional questions to help prevent the spread and ensure the safety of first responders. Mr. Smith stated the initial questions were:
 - Do you have a cough, fever, or shortness of breath?
 - Have you been in contact with anyone who has tested positive for the coronavirus?
 - Have you traveled outside of the US or been in close contact with anyone that has traveled outside of the US in the last 14 days?
 - If so, did you, or the person you were in contact with visit China, Iran, Japan, Italy or South Korea?
- Mr. Smith stated as the CDC sends out new information regarding this virus, they will update their questions. He stated they have changed several times. He stated they keep a guide that dispatchers are to review daily to stay current with any and all changes related to the coronavirus.

➤ Mr. Smith presented the chart below of the monthly total calls, monthly admin calls, monthly 911 calls and the percentage of 911 calls.

Month	Total Calls	Admin Calls	911 calls	% 911
December	13857	9974	3883	28.02%
January	14480	10516	3964	27.37%
February	14206	10021	4185	29.45%
March	14610	10640	3970	27.17%
April	14280	10331	3949	27.65%
May	15333	11223	4110	26.80%

- Council and staff had detailed discussion to include, but not limited to:
 - Correlation between Monthly EMD Scores and number of 911 calls
 - Average amount of time call comes in, and answered. The average answer time is 5.53 seconds.
 - Phone system, VOIP, etc.
 - Richard Crowe, 911 Technical Specialist, stated radio and CAD's have been updated, but waiting to upgrade phones.
 - Protocol on how often dispatchers are evaluated
 - Is this helping EMS and Fire more efficiently?
 - Regarding COVID-19, changes in protocols in the front line as far as which EMS is sending, etc.

❖ The committee recommends an update in six months. No action taken by the Committee.

• **Log No. 105 – No Action Taken by the Committee.**

2020 Recreation Funding Requests – Log No. 146

- The Committee reviewed the recommendations for recreation funding provided by the Recreation Funding Advisory Board and had detailed discussion.
- Administrator Ken Roper reviewed the available Recreation Funding Budget with each district for this Fiscal Year up until June 30, 2020. He stated there will be another \$50,000 deposited to each District on July 1st, 2020, if Council decides to leave the budget the same.

Council District	Available Budget
1	\$ 50,000.00
2	\$ 42,626.32
3	\$ 102,470.54
4	\$ 68,393.61
5	\$ 56,337.00
6	\$ 79,811.00

- After detailed discussion between District 1’s applications and recommendations, Councilman Ensley Feemster recommends approving the following disbursements from the recreation fund account for District 1.
 - Councilman Trey Whitehurst, Councilman Ensley Feemster and Chairman Roy Costner each recommended changing the recommendation to give SC Interscholastic Cycling \$2,000 out of their recreation funding accounts, for a total of \$6,000. Motion was made by Councilman Trey Whitehurst, seconded by Chairman Roy Costner and carried unanimously (6-0).

Council District	Ref No.	Name of Organization	Approved Amount	Additional Recommendations
1	2	SC Interscholastic Cycling	\$ 2,000.00	
DISTRICT 1 TOTAL:			\$ 2,000.00	

- Councilman Trey Whitehurst made a motion to recommend approving the following disbursements from the recreation fund account for District 2. Motion was seconded by Chairman Roy Costner and carried unanimously (6-0).

Council District	Ref No.	Name of Organization	Approved Amount	Additional Recommendations
2	2	SC Interscholastic Cycling	\$ 2,000.00	
2	3	Town of Six Mile	\$ 14,305.00	
2	4	Central Parks & Recreation	\$ 15,000.00	
DISTRICT 2 TOTAL:			\$ 31,305.00	

- Councilman Wes Hendricks recommends approving the following disbursements from the recreation fund for District 3. He requested more information from the Pickens County YMCA before approving any disbursement. Councilman Wes Hendricks made a motion to amend the committee’s recommendation, funding the City of Pickens \$92,000. Motion was seconded by Chairman Chris Bowers and carried unanimously (6-0).

Council District	Ref No.	Name of Organization	Approved Amount	Additional Recommendations
3	5	City of Pickens	\$ 92,000.00	With the understanding to not paint any murals on Bruce Field.
3	6	Hagood Mill	\$ 0	Would like to research further and make a recommendation at next meeting.
3	7	Pickens County YMCA (Pickens)	\$ 0	Would like to research further and make a recommendation at next meeting.
DISTRICT 3 TOTAL:			\$ 92,000.00	

- Chairman Costner requested more information from the City of Liberty Recreation Department before approving any other disbursements from the recreation fund for District 4. Chairman Roy Costner made a motion to recommend approving the following disbursements from the recreation fund for District 4.

Council District	Ref No.	Name of Organization	Approved Amount	Additional Recommendations
4	2	SC Interscholastic Cycling	\$ 2,000.00	
4	9	Liberty Recreation Booster Club	\$ 12,700.00	
DISTRICT 4 TOTAL:			\$ 14,700.00	

- Vice Chairman Chris Bowers recommends approving the following disbursements from the recreation fund for District 5. He requested more information from the Pickens County YMCA before approving any disbursement. Motion was seconded by Chairman Roy Costner and carried unanimously (6-0).

Council District	Ref No.	Name of Organization	Approved Amount	Additional Recommendations
5	7	Pickens County YMCA (Easley)	\$ 0	Researching further.
5	10	City of Easley Parks & Rec	\$ 50,000.00	
DISTRICT 5 TOTAL:			\$ 50,000.00	

- Councilman Carl Hudson recommends approving the following disbursements from the recreation fund for District 6.

Council District	Ref No.	Name of Organization	Approved Amount	Additional Recommendations
6	11	Dacusville Recreation	\$ 37,580.78	
DISTRICT 6 TOTAL:			\$ 37,580.78	

- ❖ Council recommended the recommendations above, and for staff to bring back information regarding questions that Council had to the next Committee of the Whole meeting.

- **Log No. 106 – No Action Taken by the Committee.**

2020 Accommodations Tax Recommendations – Log No. 147

- Mr. Roper stated there are very limited uses of the funds. He stated the applications this year were actually less than the money available. Mr. Roper stated the ATAX Committee is a little more staff oriented than the Rec Board. Mr. Roper stated he did assist Allison Fowler, PRT Director, since she came into her new position as applications were starting to come in.
- Vice Chairman Chris Bowers asked how soon the ATAX money needs to be distributed and spent. He stated he is thinking most of these events, especially during the start of COVID-19 pandemic, has been postponed or cancelled.
- Ralph Guarino, Finance Director, stated Council has two years from when they collected it to spend the money.
- Mr. Roper stated Council only has \$22,654.93 in ATAX money that has to be spent by next June 2021.
- After much detailed discussion regarding the sponsoring organizations, amount requested and funding amount recommended by the ATAX Committee, Council recommended staff contacting the ATAX applicants and get a timeline on their events as to if it had been postponed or rescheduled.
- ❖ Council asked Staff to please look into the Accommodations Tax applicant’s events, to see if any were postponed or cancelled due to COVID-19 and to update Council at the next meeting.

- **Log No. 147 – No Action Taken. Council asked Staff to look into the events in the ATAX applications to see if any were postponed or cancelled due to COVID-19, and to update Council at the next meeting.**

Emergency Services Structure – Log No. 151

- Chairman Costner started the conversation stating this is something we have been working on and something that previous councils, not including any of us, have been also working on for a very long time. He stated we have made great strides over the past year to get an Emergency Services Board in place to try and work more towards efficiencies and now we have one point of contact coming into the Emergency Services Board to make recommendations to Council regarding the budget. Chairman Costner stated he feels now is the time we can continue the conversation on where Council is on this topic, where Council thinks we should be going, etc. He stated this is for Council to look at and talk about collectively.
- Ralph Guarino, Finance Director, stated he was asked to look at the current fee structure for fire fees in Pickens County, as far as maybe consolidating some of the current structures. He stated Council approved the current fee structure in the budget and made no changes for 2021. He presented the current fee structure spreadsheet to Council. He stated the dwellings vary from each district from \$40 to \$175. He stated the Commercial Building fees depend on the size of the building. He stated most commercial buildings have the same square footage for their range. Mr. Guarino stated he feels Council is familiar with this and has talked in the past about having a more uniformity. He stated Mr. Roper asked him to try to find something where we can do where we have one uniform fire fee for the current 10 fire districts that have a fire fee. Mr. Guarino stated this has nothing to do with three fire districts that have a mileage – Shady Grove, Keowee Springs and Keowee Vineyards. He stated he looked into the SCAC tax guide regarding all 46 SC counties on all their fee structures, not only fire fees. He stated most counties fees in South Carolina are based on mileage, very few are fire fees. He stated he looked into Berkeley County’s fees and he looked into uniformity between what Berkeley County has and what Pickens County is considering.
- Council and staff had detailed discussion to include, but not limited to:
 - Pickens Rural and Shady Grove discussion on mileage/fee base
 - Mr. Guarino provided the Committee with a spreadsheet of each further discussed the referenced proposal.
 - MFG Fees
 - Discussion on Apartments/Number of Units
 - Discussion on Commercial/Manufacturing Buildings
 - Square footage
- After much more discussion, Chairman Costner asked each council member to review this and bring back ideas the next time this item is discussed.

❖ **No Action taken by the Committee.**

• **Log No. 151 – No Action Taken by the Committee.**

AN ORDINANCE NO. 584 TO AMEND THE PICKENS COUNTY PROCUREMENT ORDINANCE FOR THE PURPOSE OF INCREASING COUNTY'S PROCUREMENT POLICY FROM 3% TO 5% TO INCREASE THE PREFERENCE FOR SUPPORTING LOCAL BUSINESSES – Log No. 153

- Mr. Roper stated Council has had first and second reading on this ordinance. He stated the existing preferred procurement policy that is on the books right now is 3%. He stated if you bid on a contract that is under \$500,000 right now, as long as you get within 3% of the low bid, you are deemed to have gotten the low bid. He stated local providers are usually hands on when they are not doing what they need to do. He stated a local in-county vendor we are more likely to see again than an out of town vendor. Mr. Roper stated there is a good rational basis of preferring in-county people. He stated when the businesses were shut down during the COVID-19 mandated order; this was one of the options if we could increase the procurement policy.
 - Councilman Ensley Feemster stated he would like to see this renewable every so often, such as 3-6 years.
 - Vice Chairman Chris Bowers made a motion to add a 3-year sunset to this ordinance. Motion was seconded by Councilman Ensley Feemster. Chairman Costner asked if there was any discussion. Seeing none, motion carried unanimously (6-0).
 - After much discussion, Councilman Trey Whitehurst stated he does not agree with 3%, or raising it to 5%, and he will be voting against it this evening. He stated he owns a business, and is one of the businesses who have suffered tremendously during this pandemic, and he does not agree with government interfering in the marketplace any more than it has to.
 - Vice Chairman Chris Bowers stated he agrees and understanding everything Councilman Whitehurst is saying, and out of principal, he definitely sees where his vote is at but feels we are so far down the path he can't turn back now. He stated he feels we have to do something for the businesses in Pickens County.
- ❖ **Vice Chairman Chris Bowers made a motion to move Ordinance 584 out of the committee for third reading. Motion was seconded by Councilman Wes Hendricks. Motion carried 5-1, with Councilman Trey Whitehurst opposed.**

• **Log No. 153 – Vice Chairman Chris Bowers made a motion to move Ordinance 584 out of the committee for third reading. Motion was seconded by Councilman Wes Hendricks. Motion carried 5-1, with Councilman Trey Whitehurst opposed.**

Chairman Costner gavelled the Public Hearing into order and called for comment. Seeing none, Chairman Costner closed the Public Hearing.

Chairman Costner asked for a motion to constitute third reading of Ordinance 584.

- **Vice Chairman Chris Bowers amended the motion to include a three year sunset. Motion was seconded by Councilman Wes Hendricks and carried unanimously (6-0).**
- **Motion for third reading of Ordinance 584 carried (5-1), with Councilman Trey Whitehurst opposed.**

AN ORDINANCE NO. 586 TO AMEND THE PICKENS COUNTY PROCUREMENT ORDINANCE FOR THE PURPOSE OF ALLOWING LOCAL CHAMBER OF COMMERCE REPRESENTATIVES TO SERVE AS AN ADVISORY GROUP ACCORDING TO SECTION 2-296.– Log No. 154

- Mr. Roper stated he would like to discuss the simple application of how this would work. He stated the purchasing manager, whenever looking to buy products, would send it to the local chambers to inform them and publicize among their members that we are looking at doing a request for proposals or requests for quotes on this item. He stated it would not end up interfering in our day to day operations. Mr. Roper stated we would make sure we are publicizing to local businesses. Mr. Roper stated during discussion last meeting, we had discussed having Chamber of Commerce members on our Alliance Pickens Board. He stated that got lost in the shuffle and did not happen.
 - After much discussion between Council and staff, Vice Chairman Chris Bowers made a motion to amend this ordinance and change section 30-35, to include a representative from small business. Motion was seconded by Councilman Trey Whitehurst and carried unanimously (6-0).
 - Chairman Costner recommended adding this to the next Committee of the Whole agenda for further discussion.
- ❖ **No Action taken by the Committee.**

• **Log No. 154 – No Action Taken by the Committee.**

AN ORDINANCE NO. 587 TO CREATE SMALL BUSINESS RETENTION GRANT PROGRAM – Log No. 155

- Mr. Roper stated this would take money from unclaimed overages, such as tax sales. He stated many times, despite efforts, that money after so many years is unclaimed. He stated after 5 years, it goes into our general fund. He stated the idea of this is can we take the bad circumstance and figure out a way to put that back into the local economy. He stated the idea is to set up rules, have the local chambers of commerce do grants within their jurisdictions, and provide people with grant funding for ways to improve their businesses with COVID-19 circumstances that have come up.
 - Mr. Guarino stated in the past year, we put \$84,000 in general fund.
 - Councilman Whitehurst stated he likes the idea, but he does not want to give the money to the Chambers to give out on their own. He would like for it to be as least politicalized as possible.
 - After much more discussion, Mr. Roper stated it seems like Council would like for staff to come up with more refined options.
 - Chairman Costner stated he cares about stopping the money now from going to the general fund, and staff present to Council on what they recommend for this year. He stated the ordinance basically says the money goes into its on “pot” that council designates to go wherever.
 - Vice Chairman Bowers stated it would be political if we kept the money, but also political if we gave this money to Chambers to pass out.
- ❖ **Chairman Costner made a motion to park this money, change the ordinance and have the conversation at a later date. Motion was seconded by Vice Chairman Chris Bowers and carried unanimously (6-0).**

- **Log No. 155 – Chairman Roy Costner made a motion to park this money, change the ordinance and have the conversation at a later date. Motion was seconded by Vice Chairman Chris Bowers and carried unanimously (6-0).**
- Chairman Costner moved to amend this ordinance, by designating the funds for this year, and this year only, for COVID Response. Motion was seconded by Councilman Trey Whitehurst.
 - Chairman Costner opened the floor for discussion.
 - Chairman Costner stated in Lufkin, Texas, they created a fund through the city’s community Para-Medicine Program, where off-duty firefighters and paramedics will deliver groceries and medications for households infected by the virus. He stated the off-duty first responders could volunteer to help on-duty staff assisting emergency calls. Chairman Costner stated this is safer than sending a paramedic out to pick up a COVID positive resident and the goal is to keep those infected at home to prevent community spread. He stated he wanted to add this as an amendment because he gets calls from municipalities and everyone is taking a stand. He stated whether you are a mask wearer or not, he would like to take the political side out of this. After more discussion, Chairman Costner stated if we can use these funds to create a marketing campaign to say we do care about each other and if you are sick, stay home.
 - Vice Chairman Chris Bowers stated he believes the amendment does not need to be on Ordinance 587. He stated Ordinance 587 should go through as it is listed, and then the Committee of the Whole would be a great time to have the conversation on how to spend the money. He stated if you look at Ordinance 587, it does not say what we are going to do with the money but it specifically mentions COVID-19, small business and well-being and safety of the citizens of this county.
 - Chairman Costner stated right now, today, we need to be educating people on this virus and not wait a couple of months down the road.
 - Councilman Whitehurst stated he agrees with Vice Chairman Bowers. He stated he does not have a problem with the idea, but the problem is we don’t have specifics on how we are spending. He stated before spending any money, he would like to know exactly what we are spending it on.
 - After much more discussion between Council, Chairman Costner stated he would like to withdraw his motion to amend, as long as Councilman Whitehurst agrees as well. He stated he is disappointed, and all he was trying to do was take out the politics of this topic. He stated there are different opinions and we represent them all.
 - Councilman Whitehurst agreed to withdraw his second.

No second is required of third reading of Ordinance 587 because this comes as a recommendation from the committee. Chairman Costner asked for all those in favor for accepting this recommendation to please signify by raising your hands.

ADJOURN:

Hearing no further Committee business, Chairman Roy Costner called for a motion to adjourn. Motion was made by Vice Chairman Chris Bowers, seconded by Councilman Carl Hudson and carried unanimously (6-0).

COUNCIL CORRESPONDENCE:

Chairman Roy Costner announced the following:

- The Committee of the Whole meeting will follow this meeting.
- The next Council meeting will meet on Monday, August 10th at 6:30 PM in the Auditorium of the Administration Facility.
- The Committee of the Whole will meet on Monday, August 17th at 6:00 PM in the Main Conference Room of the Administration Facility.

Chairman Roy Costner called for other council correspondence.

Seeing no other correspondence, Chairman Roy Costner announced moving to Motion Period and New Business.

MOTION PERIOD AND NEW BUSINESS:

Chairman Roy Costner opened the floor for motion period.

- Vice Chairman Chris Bowers made a motion to discuss the adoption of a resolution recommending individuals wear face coverings in public buildings and retail and food service establishment. Motion was seconded by Councilman Ensley Feemster. Chairman Roy Costner asked if there was any discussion.

Vice Chairman Chris Bowers read the ordinance, stating:

RECOMMENDING INDIVIDUALS WEAR FACE COVERINGS IN PUBLIC BUILDINGS AND RETAIL AND FOOD SERVICE ESTABLISHMENTS

WHEREAS, the 2019 Novel Coronavirus (“COVID-19”) is a respiratory disease that can result in serious illness or death by the SARS-CoV-2 virus; and

WHEREAS, on March 13, 2020, the President of the United States declared that the COVID- 19 outbreak in the United States constitutes a national emergency; and

WHEREAS, also on March 13, 2020, the Governor of the State of South Carolina issued Executive Order 2020-0 8, declaring a State of Emergency based on a determination that the COVID-19 poses an actual or imminent public health emergency for the State; and

WHEREAS, the Governor has subsequently declared a continued State of Emergency in Executive Orders 2020-15 (March 28), 2020-23 (April 12), 2020-29 (April 27), 2020-35 (May 12), 2020-3 8 (May 27), 2020-40 (June 11); and 2020-42 (June 26, 2020); and

WHEREAS, South Carolina is experiencing a dramatic increase in the number of identified new COVID-19 cases, and as of July 8, 2020, the total number of persons affected are as follows:

Jurisdiction	Confirmed Cases	Deaths
State of South Carolina	48,770	876
Pickens County	1,039	6

(Source: SCDHEC website: <https://scdhec.gov/infectious-diseases/viruses/coronavirus-disease-2019-covid-19/sc-cases-county-zip-code-covid-19>)

WHEREAS, health authorities, including the CDC, the Surgeon General of the United States, and DHEC have recommended the use of face coverings as a means of preventing the spread of COVID-19;

NOW, THEREFORE, it is strongly recommended and encouraged by the Pickens County Council as follows:

- 1) Face Coverings be worn by all customers while inside the enclosed area of any Public Building and Retail Establishment; and
- 2) Retail Establishments should require staff to wear Face Coverings while working in areas open to the general public and areas in which interactions with other staff are likely in which social distancing of at least six feet cannot be observed; and
- 3) Foodservice Establishments should require staff who interact with customers (including, without limitation, delivery personnel) to wear Face Coverings while working.
- 4) "Face Covering," in this resolution means a uniform piece of cloth, fabric, or other material that securely covers a person's nose and mouth and remains affixed in place without the use of one's hands. Face Coverings include, but are not limited to, bandanas, medical masks, cloth masks, scarves, and gaiters, provided that they are worn such that they securely cover the person's nose and mouth.

Passed and approved, this ____ day of _____, 2020.

- Chairman Costner asked if Council has any discussion.
- Councilman Carl Hudson stated if we are going to pass this resolution, then where are all of our masks right now during this council meeting. He stated we cannot ask the public to do something we are not doing. He stated his opinion is a personal choice.
- Chairman Costner stated Vice Chairman Bowers is not saying we have to wear masks in this resolution, but he is strongly recommending citizens to wear a mask.
- Councilman Wes Hendricks stated as Councilman Carl Hudson stated, we are not setting the example ourselves.
- Councilman Trey Whitehurst stated he appreciates the form of this recommendation but he agrees there is so much information coming from every direction. He stated there is personal responsibility and accountability for individuals to make this decision themselves. He stated he does not agree with the county taking a stand on telling people what they need to do.
- Vice Chairman Chris Bowers stated after the committee met, he talked with a couple of businesses and they originally wanted an ordinance in the city. He stated they came to the same conclusion that it is not the governments place to create this ordinance. He stated they need help with the government helping citizens with the educational piece. Vice Chairman Bowers stated by definition, COVID-19 is a novel virus, which means there are no experts. He stated he brings this resolution as a recommendation from the business owners and it would help them implement the things they want to do. He stated most are requiring masks in their stores now, but it will not help with the education of the public.
- After more discussion, Chairman Costner asked for all those in favor of this resolution to please signify by raising your hand. Motion failed (2-4), with Vice Chairman Chris Bowers and Councilman Ensley Feemster in favor. Chairman Roy Costner, Councilman Wes Hendricks, Councilman Trey Whitehurst and Councilman Carl Hudson were opposed.
- Councilman Trey Whitehurst made a motion to add Project Second to Executive Session. Motion was seconded by Vice Chairman Chris Bowers and carried unanimously (6-0).

Chairman Roy Costner opened the floor for new business.

Hearing no items for new business, Chairman Roy Costner closed the floor.

PICKENS COUNTY YOUTH BOARD FROM BEHAVIORAL HEALTH SERVICES

Chairman Costner stated the Pickens County Youth Board from Behavioral Health Services was not able to be here this evening last minute. He stated they will present at the next meeting.

SOUTH CAROLINA NATIONAL HERITAGE CORRIDOR PRESENTATION

Michelle McCollum, President and CEO of South Carolina National Heritage Corridor, stated that her team has had a blast doing this project with Pickens County. She presented the following presentation:

Michelle stated they are calling the plan “It All Starts Here.” She stated the plan is large in size, and she will be hitting the main points this evening.

Review

- A brand is a perception of your community (example: what comes to mind when people think of Pickens County?) The development of the brand is an ongoing process that could take 20-30 years.
- A logo is simply a logo. It should communicate your brand very succinctly. Your logo could be refreshed every 5-10 years.
- A marketing campaign takes your message to a targeted group. You can have multiple marketing campaigns taking place at any given time if you have different niche markets. However, each should always tie back to the brand.
- Future tourism development should always enhance your brand.

Deliverables

- Conduct area meetings (Pickens, Central/Norris, Clemson, Easley, Liberty, Highway 11.)
- Conduct an online county-wide survey
- Hold meetings with individual stakeholders
- Play “secret shopper” along Hwy 11 & downtown area/businesses
- Conduct SWOT analysis
- Create “brand concept”
- Conduct research for case study
- Develop marketing strategy
- Provide key tourism development recommendations

SWOT Analysis

Strengths

- An extensive unspoiled natural environment unique to Pickens County
- Area is suitable for year-round tourism activity
- Absolute best part of Cherokee Foothills National Scenic Byway
- A network of well-maintained parks and trails throughout the county
- 3-tiered lake system
- Deep Appalachian history
- Strong arts and crafts community
- Civic pride in cultural traditions
- Active communities that are receptive to positive change
- Education and research from Clemson, SWU and Tri-County

Weaknesses

- Lack of land use zoning to protect scenic byways and view sheds
- No major development efforts aimed at the outdoors or history/heritage
- Insufficient marketing budget

- Lack of support services along Highway 11 (accommodations, restaurants, outdoor support services)
- Lack of cohesive gateway signage and way finding signage
- Lack of design guidelines in municipalities
- Fragmentation of marketing efforts throughout the county

Opportunities

- Positioning of the county to claim ownership of the mountains, lakes and gorges
- Myriad development projects aimed at increasing outdoor recreation
- Development strategy that utilizes the “great outdoors” as the hook to pull visitors into downtowns
- Creating walk-able main streets with unique shopping and dining
- Development of projects that enhance the Appalachian heritage of the county
- Signature event to focus on the heritage through music, art and food
- Unique accommodations along Hwy 11
- Orientation of the county through gateway and way finding signage
- Expansion of shopping opportunities for both antiques and ag-tourism products
- New position of Director of Parks, Recreation and Tourism

Threats

- Loss of identity and character to the county
- Absence of regulation along the National Scenic Byway
- Increased usage of Hwy 11 by heavy trucks as an alternate route for I-85 (creating both road maintenance and safety issues)
- Lack of coordination among communities
- Competition from the Blue Ridge Parkway and surrounding NC mountain communities (who are spending money on tourism development and marketing)
- Erosion of scenic view sheds along scenic Hwy 11 resulting from unregulated development
- Lack of state, local and private investment into tourism

Ms. McCollum went into discussion that included, but was not limited to:

- Branding concept
- Logos
- Word marks
- Main Badge
- Variations
- Main stamp
- Stamp variations
- Event and campaign logos
- Billboards

Chairman Costner stated he would like to schedule a marketing workshop in the future for Council to discuss this marketing campaign. He thanked Ms. McCollum for attending and presenting this evening.

Mr. Roper stated staff is excited to internally start using some of these concepts because we are motivated by them. He stated he wanted to show Council some of the ideas staff is ready to start this week in terms of social media accounts and things like that.

- Business Cards
- Email Signatures
- Wall Signage
- Backgrounds for County Desktops and phones
- Letterhead

Mr. Roper stated he found a tourism plan in his office from ten years ago. He stated this is what would take work by Council to institute and that would require a vote by Council. He stated, "Pickens County and the surrounding area are rich in Cherokee heritage and the Parks, Recreation and Tourism department wishes to honor that heritage with its rebranding of two existing parks. The new names of Cateechee Point and Equoni Point reflect the importance of one legendary tale. According to the epic poem "Cateechee of Keowee", written by J.W. Daniels in 1898, a young girl named Issaqueena was captured by the Cherokee and given the name Cateechee. Cateechee fell in love with a white trader named Allan Francis. When the young maiden heard of her tribe's impending attack on white settlers, Cateechee set out to warn her lover. Starting out from the area of Fort Price George (on the banks of the Keowee River), she named landmarks by distance as she traveled. First, there was Mile Creek, then Six Mile, Twelve Mile Creek, and on and on until she reached the location of her lover in Ninety Six. Along this path sits a community now known as Cateechee, the site of Pickens County's first cotton mill. The mill's founder, D.K. Norris, chose the name "Cateechee" for his new mill in honor of the legend." Mr. Roper stated the new park names reflect two important aspects of the legendary tale: Cateechee honors the brave maiden and Equoni is the Cherokee word for river. Cateechee began her journey on the banks of the mighty Keowee River, an important location for native civilization here in Pickens County.

Mr. Roper stated we are going to use this study and get every ounce of use out of it. He stated staff will be coming to Council at a later date on recommendations.

- Councilman Trey Whitehurst made a motion to accept the recommendation by the South Carolina National Heritage Corridor, and asked staff to please coordinate a date to have a marketing workshop. Motion was seconded by Vice Chairman Chris Bowers and carried unanimously (6-0).

FIRST READING IN TITLE ONLY OF AN ORDINANCE No. 589 TO AMEND THE ACCOMMODATIONS TAX ORDINANCE FOR PICKENS COUNTY SO AS TO MAKE IT MORE UNIFORMLY APPLY TO ACCOMMODATIONS WITHIN THE COUNTY.

Chairman Roy Costner asked for a motion to constitute third reading of Ordinance No. 589.

- Motion was made by Vice Chairman Chris Bowers, seconded Councilman Ensley Feemster and carried unanimously (6-0).

PUBLIC HEARING AND SECOND READING OF AN ORDINANCE NO. 588 TO DEVELOP A JOINTLY OWNED AND OPERATED INDUSTRIAL/BUSINESS PARK IN CONJUNCTION WITH OCONEE COUNTY, SUCH INDUSTRIAL/BUSINESS PARK TO BE GEOGRAPHICALLY LOCATED IN OCONEE COUNTY AND ESTABLISHED PURSUANT TO SEC. 4-1-170 OF THE CODE OF LAWS OF SOUTH CAROLINA, 1976, AS AMENDED; TO PROVIDE FOR A WRITTEN AGREEMENT WITH OCONEE COUNTY TO PROVIDE FOR THE EXPENSES OF THE PARK, THE PERCENTAGE OF REVENUE APPLICATION, AND THE DISTRIBUTION OF FEES IN LIEU OF AD VALOREM TAXATION; AND OTHER MATTERS RELATED THERETO.

Chairman Costner opened the public hearing for comments regarding Ordinance 588.

Seeing none, Chairman Costner declared the public hearing closed.

Chairman Roy Costner asked for a motion to constitute second reading of Ordinance No. 588.

- Motion was made by Councilman Wes Hendricks, and seconded by Vice Chairman Chris Bowers. Chairman Costner asked if there was any discussion. Seeing no discussion, motion carried unanimously (6-0).

EXECUTIVE SESSION: S.C. Code of Laws, Section 30-4-70 (a):

Chairman Roy Costner called for a motion to convene into Executive Session as defined by S.C. Code of Laws, Section 30-4-70 (a). Chairman Costner further stated that each issue would be discussed as the Law provides.

- Motion was made by Vice Chairman Chris Bowers, seconded by Councilman Ensley Feemster and carried unanimously (6-0), to convene in executive session for the stated purposes after a five minute recess.

Contractual Issues- Section 30-4-70 (a) (2)

- Project Jericho
- Project Second (*as added during Motion Period and New Business*)

Boards and Commissions – Section 30-4-70 (a) (1)

- a) Accommodations Tax Committee
- b) Assessment and Appeals
- c) WORKLINK

ACTION AS NEEDED VIA EXECUTIVE SESSION ITEMS:

Chairman Roy Costner called the Public Session back to Order and advised the following:

Contractual Issues- Section 30-4-70 (a) (2)

- Project Jericho – **No Action Taken**
- Project Second – **No Action Taken**

Boards and Commissions – Section 30-4-70 (a) (1)

- d) Accommodations Tax Committee – **No Action Taken**
- e) Assessment and Appeals – **No Action Taken**
- f) WORKLINK – **No Action Taken**

ADJOURN:

Hearing no further Council business, Chairman Roy Costner called for a motion to adjourn. Motion was made by Councilman Ensley Feemster, seconded by Councilman Carl Hudson and carried unanimously (6-0). Pickens County Council stood adjourned at 8:19 p.m.

Respectively Submitted:

Approved:

Meagan Nations, Clerk to Council

Roy Costner, Chairman of County Council