

**TOWN OF SEABROOK ISLAND
TOWN COUNCIL STRATEGIC PLANNING SESSION
MARCH 12, 2019
10:00 AM**

MINUTES

After the pledge of allegiance, Mayor Ciancio called the March 12, 2019 Strategic Planning Session to order at 10:00 am. Councilmembers Crane, Finke, Gregg and Wells, and Town Administrator Cronin attended the meeting. Mr. Charlie Barrineau of the Municipal Association of South Carolina (MASC) was also present. The meeting was properly posted, and the requirements of the SC Freedom of Information Act were met.

IDENTIFICATION & PRIORITIZATION OF COUNCIL GOALS FOR 2019-20

Mr. Barrineau of MASC facilitated the Strategic Planning Session. During the Planning Session, the Mayor and members of Town Council were asked to identify and rank the town's strategic goals and objectives for the upcoming year. These goals were then prioritized as "must do," "should do," "could do" and "other items."

STRATEGIC PRIORITIES FOR 2019-20

1. "MUST DO" ITEMS

- A. Complete and adopt the Seabrook Island Road Master Plan; adopt ordinance(s) to implement the recommendations of the Seabrook Island Road Master Plan; complete a legal review of existing utility agreements for properties located outside the town limits.**

Targeted Completion Date:

- Adoption of Master Plan: Q2 2019
- Adoption of Implementation Ordinance(s): Q3 2019
- Completion of Legal Review: Q3 2019

Assigned To: Mayor Ciancio, Councilman Wells, Town Administrator Cronin, Town Attorney Brown, Utility Commission

- B. Complete and adopt required updates to the town's Comprehensive Plan (10-year update) and Beach Management Plan (5-year update).**

Targeted Completion Date:

- Adoption of Comprehensive Plan Update: Q2 2019
- Adoption of Beach Management Plan Update: Q4 2019

Assigned To: Councilman Wells, Town Administrator Cronin, Planning Commission

C. Initiate and complete a comprehensive update to the town's Development Standards Ordinance.

Targeted Completion Date:

- Project Initiation (Consultant selection and committee appointment): Q1 2019
- Adoption of New DSO: Q4 2020

Assigned To: Councilman Crane, Town Administrator Cronin, DSO Update Committee, Planning Commission

2. "SHOULD DO" ITEMS

A. Complete design, permitting and construction of drainage and other related improvements at Town Hall and within the Seabrook Island Road right-of-way.

Targeted Completion Date:

- Complete Design (Town Hall): Q2 2019
- Construction (Town Hall): Q3 2019
- Complete Design (Seabrook Island Road): Q4 2019
- Construction (Seabrook Island Road): Q1-Q4 2020

Assigned To: Councilman Wells, Town Administrator Cronin, Consultant (ESP)

B. Develop and adopt a fund balance policy.

Targeted Completion Date: Q2 2019

Assigned To: Mayor Ciancio, Town Administrator Cronin, Town Clerk Allbritton, Accountant (Duffy & Basha), Auditor (Glaser & Co.)

C. Consider adoption of an ordinance to transition Town Council from two-year terms to four-year staggered terms.

Targeted Completion Date: Q2 2019

Assigned To: Mayor Ciancio, Town Administrator Cronin, Town Clerk Allbritton, Town Attorney Brown

D. Further define the roles and responsibilities of the town's committee structure; consider adding citizens (subject area experts) to town committees; develop strategies to promote advocacy on behalf of the town's interests and continuity of town leadership.

Targeted Completion Date: Q3 2019

Assigned To: Council Ad Hoc Committee (Mayor Ciancio, Councilman Gregg &

Councilwoman Finke), Town Administrator Cronin

3. “COULD DO” ITEMS

- A. Complete a comprehensive review and update of the town’s Business License Ordinance; consider adopting the Municipal Association of South Carolina (MASC) Model Business License Ordinance; modify licensing policies and procedures to streamline the license renewal process.**

Targeted Completion Date: Q3 2019

Assigned To: Councilman Gregg, Town Administrator Cronin, License & Permit Specialist Stearns, Admin Assistant Springs

- B. Develop and implement an orientation program for new Town Council members.**

Targeted Completion Date: Q3 2019

Assigned To: Mayor Ciancio, Town Administrator Cronin & Town Clerk Allbritton

- C. Develop and implement an ordinance to ban single-use plastic bags.**

Targeted Completion Date: Q3 2019, unless pre-emptive action by the state legislature requires an expedited schedule.

Assigned To: Councilwoman Finke & Town Administrator Cronin

4. OTHER ITEMS

A. Administration & Finance

- Issue requests for proposals (RFP) and enter into new contracts for a landscape services provider and financial auditor.
- Identify opportunities for local, state and federal grant funding and develop capacity for pursuing grant opportunities.
- Create a database of existing town contracts (vendors, terms, renewal dates, etc.)
- Evaluate available revenue sources to address town priorities (property tax millage?); complete a comprehensive review of the town’s fee schedule to ensure that fees are competitive with neighboring jurisdictions and adequately cover the cost of providing services to the public.

- Implement a point-of-sale system to allow for the acceptance of credit and debit cards at Town Hall.

B. Beach Management

- Design and install new signage on the beach
- Evaluate whether the town, rather than SIPOA, should take the lead on beach renourishment projects.

C. Capital Projects

- Complete design of a new garage and storage structure at Town Hall and submit to neighboring property owner for review and approval (as required by deed restriction).
- Develop and adopt a Capital Improvements Plan (CIP) to plan for the periodic purchase, maintenance and replacement of town facilities and equipment.
- Evaluate the feasibility of a shared Town Hall-SIPOA office facility (cost sharing, space needs, etc.)

D. Planning, Zoning & Code Enforcement

- Pursue annexation of the Bradham Property adjacent to Bohicket Marina; identify threats and opportunities associated with other properties adjacent to the town limits.
- Continue the town's engagement on regional transportation and land use issues affecting Johns Island and surrounding areas.
- Document and address zoning and land use issues at Bohicket Marina (grandfathered uses, etc.)
- Review current short-term rental regulations and work with SIPOA to define who is responsible for administering and enforcing certain regulations (ie. town ordinance vs. private restrictions).
- Evaluate the relationship of the town's zoning ordinance to existing PUD's and determine whether it would be in the best interest of the town and its residents to replace PUD's with standard zoning districts.

E. Public Engagement

- Research and implement tools to improve access to public meetings using technology, to include a publicly accessible archive of audio and/or video files.

- Research strategies to encourage more individuals to run for Town Council.
- Seek ways to identify and tap into subject area expertise of town residents.
- Provide public information regarding adoption of the new FEMA flood maps.

F. Public Safety

- Develop and adopt a Sea Level Rise Master Plan and identify funding sources for implementation of the plan's recommendations.
- Research FEMA's guidance for private property debris removal (PPDR) to determine public assistance (PA) reimbursement eligibility when debris on private property is so widespread that it threatens public health and safety or economic recovery of a community; determine the role of the town and SIPOA in such situations.
- Review town policies and ordinances to ensure that the public safety is adequately protected following adoption of the new FEMA flood maps; address any unintended consequences that may result from the implementation of the new base flood elevations (eg. building heights, etc.)

G. Utilities

- Research and better understand the structure of the Seabrook Island Utility Commission, including its operations, service commitments and relationship to the town.

Following the selection and ranking of priorities, Mr. Barrineau recommended that Town Council formalize the goals for 2019-20 by adopting a resolution.

REVIEW OF COUNCIL GOALS FOR 2019

Town Administrator Cronin reviewed Town Council's goals from last year's Strategic Planning Session and provided an update on key items and accomplishments during 2018-19.

There being no further business, the meeting was adjourned at 1:18 pm.