

**City Council Budget Workshop  
Police Department Training Room  
Marguerite H. Brown Municipal Center  
August 23, 2016  
8:00 A.M.**

**Council Members Present:**

---

Mayor Michael J. Heitzler; Mayor Pro Tem Mark Phillips; Councilmember James (Kimo) Esarey; Councilmember Debra Green-Fletcher; Councilmember Kevin Condon; Councilmember Brandon Cox; Councilmember Gregory Habib

**Council Members Absent:**

---

**Staff Present:**

---

City Administrator Jake Broom; City Clerk Kelly J. Lovette; Finance Director Ron Faretra; Police Chief Harvey Becker; Assistant Chief of Police John Grainger; Patrol Division Commander Shawn Laffey; Department of Public Works Director Steve Price; Fire Chief Steve Chapman; Director of Planning & Zoning Sarah Hanson; Director of Recreation Gary Stuber; Director of Golf Operations Troy Sanders; Director of IT Ryan Byrd; Public Information Officer Frank Johnson

**Staff Absent:**

---

**Press Present:**

---

**Guests:**

---

Ms. Shakeese Newton, Cyberwoven

**I. Call to Order:**

Mayor Heitzler called the meeting to order at 8:00 a.m.

**II. Comments from the Audience:**

None.

**III. Business:**

**Adoption of Local Option Sales Tax Credit Factor and 2017 Millage Rate (No Tax Increase):** Mayor Heitzler requested Mr. Faretra brief City Council on the first item under business. Mr. Faretra reminded City Council that 71% of the Local Option Sales Tax (LOST) is rebated back to the “property tax” of the residents of the City of Goose Creek. He stated City staff figures out what they believe to be the balance in the Local Option Sales Tax Rebataable account as of December 31, 2016, and added to that balance is what City staff believes it will collect in 2017, and the funds are rebated back to the residents of the City of Goose Creek. He stated that rebate is based on the appraised value of the property. Mr. Faretra provided City Council with a thorough briefing as to how City staff arrives at the amount for the Local Option Sales Tax Credit Factor and the 2017 Millage Rate. Mr. Faretra stated Berkeley County is the government agency who collects the taxes for the City of Goose Creek and because of this, the City must provide to Berkeley County by August 25, 2016, the City’s LOST Credit and its Millage Rate so they can produce the tax bills that are disbursed in October. He stated City Council would need to vote on both and stated the current proposed Millage Rate is 45.5 mills and the proposed Local Option Sales Tax is .001208. Mayor Heitzler inquired if City Council wished to take any action.

Mayor Pro Tem Phillips made a motion to set the City’s Millage Rate at 45.5 mills. Councilmember Cox seconded the motion. All in favor, none opposed. Motion carried.

Mayor Heitzler inquired if anyone wished to make a motion to set the Local Option Sales Tax Credit Factor. Councilmember Esarey made a motion to set the Local Option Sales Tax Credit Factor at .001208. Councilmember Condon seconded the motion. All in favor, none opposed. Motion carried.

**Review of Proposed FY 2017 City Budget:** Mayor Heitzler read to City Council the Executive Summary of the proposed Fiscal Year 2017 Budget: **General Notes:** Continues the provision of excellent municipal services; Conservative budget with modest increases; No tax, business license, franchise fee or water rate increases; Fully funds Pay for performance system for City employees; Provides debt retirement for water system upgrades, fire stations and Community Center Phase II; Maintains adequate reserves in all City funds. **Personnel Additions:** One (1) additional laborer in Recreation – Maintenance Division (Recreation Enterprise Fund); Creation of Assistant Finance Director

position (General Fund) to carry out succession plan. **Notable Capital Additions:** Six (6) marked police vehicles and associated small equipment; Three (3) sanitation trucks (lease purchase); Nine (9) HeartStart defibrillators for Fire / EMS (lease purchase); Fifty-eight (58) Mobile Data Terminals (laptop computers, lease purchase) for all police patrol, animal control and community service specialist vehicles.

Mayor Heitzler requested Mr. Broom continue with presenting the proposed 2017 FY Budget to City Council. Mr. Broom stated in the past, the City would keep the municipal revenue in a separate fund, but in 2016 it was moved straight to the General Fund, but it brought within a fund balance that was one (1) time money; therefore, moving forward the City will not have as much money in the LOST Municipal Revenue Fund as it did this year, that was a lot of fund balance that accumulated over several years. He stated something that stands out to him is that property taxes are only the City's third highest source of revenue, almost fourth. He stated people who live in the City of Goose Creek pay very low in property taxes, but what that also means is if the City wishes to add employees or expand services it would be extremely difficult to accomplish. Mr. Broom stated even if the City wanted to raise property taxes, by law the City would only be able to raise property taxes by 1.2%, less than a mill, which equates to \$75,000 to \$80,000, this year. He stated any growth would have to come from licensing, permits and LOST revenues. Mayor Heitzler stated the State of South Carolina obviously does not trust local government and City Council needs to speak with the local State delegation. Councilmember Esarey stated he agreed. Mr. Broom thoroughly briefed City Council regarding General Fund Revenues and answered all of City Council's questions; he reviewed the debt owed by the City on its new Fire Station Headquarters and Station III. He stated he believed the City was in need of the following: additional police officers; a Fire Station IV (Carnes Crossroads); reevaluation of the City's Pay for Performance raises for employees; upcoming expenditures with leaky roofs at the municipal complex; current experiences with HVAC failures at the municipal complex; the rise of health insurance costs every year; the rise in cost for State Retirement every year; purchases made from Tax Increment Finance (TIF) monies that the City now has to maintain without TIF money, for example, mast arms are in need of being painted, as well as the buildings at the municipal complex which were purchased with TIF monies and that now need to be maintained. Mr. Broom and City Council discussed various line items already in the City's annual budget, of which may need to be adjusted prior to City Council's approval of 2017 FY Budget to address the current needs of the City.

Mr. Broom, City Council and the department manager, relative to each department, thoroughly discussed and reviewed the proposed budget and the anticipated expenditures for each of the following: Legislative (Mr. Broom/Mr. Faretra); Administration (Mr. Broom and Mr. Faretra); Planning (Mrs. Hanson); Information Technology (Mr. Byrd); Police (Chief Becker/Major Grainger/Captain Laffey); Fire (Chief Chapman/Mr. Broom/Mr. Faretra); DPW-Sanitation, DPW-Maintenance and Garage (Mr. Price); Court (Mr. Faretra). **(Note: City Council broke away from the review of the proposed budget for a working lunch to hear a presentation from Cyberwoven.)**

**Presentation/Approval – Cyberwoven (Branding):** Ms. Shakeese Newton began with a PowerPoint Presentation to City Council wherein she stated the City conducted an economic development study which was how Cyberwoven got involved. She stated it was determined by the study that the City of Goose Creek would benefit from setting up an economic development plan to look at the City's market position. She stated the study talked about Goose Creek, its people and who they are, as well as, how the City could cultivate a sense of place, both for the residents who already live in the City, creating a stronger sense and feel of community; but, also for businesses, so new ones would want to relocate to Goose Creek. She stated these are reasons why the City contracted with Cyberwoven and so they could help the City with that process; and, part of that process was to identify some of that messaging and marketing positioning, and then part of that process would also be using that information given to Cyberwoven, or that they approve so they can develop the City's website. Throughout the presentation, City Council conveyed their thoughts and opinions of the proposed change to the City's logo amongst each other and to Ms. Newton. The consensus of City Council, was they were not satisfied with the proposed logo, as presented. Additional feedback was provided to Ms. Newton, and City Council requested Cyberwoven present City Council with a newly proposed logo.

**Continuation of the Review of Proposed FY 2017 City Budget:** Recreation (Mr. Stuber); Water Enterprise Fund (Mr. Price/Mr. Broom/Mr. Faretra); Golf Enterprise Fund (Mr. Sanders); Recreation Enterprise Fund (Mr. Stuber/Mr. Broom/Mr. Faretra); Capital Projects Fund (Mr. Broom); Impact Fee Fund (Mr. Broom); Hospitality Fund (Mr. Broom), Goose Creek Municipal Finance Corporation Fund; Fireman's 1% Fund (Mr. Broom/Mr. Faretra), Confiscated/Forfeiture Drug Money Fund (Chief Becker), Tree Trust Fund (Mr. Broom), Emergency 911 Fund (Mr. Broom), Victim's Assistance Fund, Tourism Fund, Tax Increment Revenue Fund (Mr. Broom and Mr. Faretra). All of City Council's inquiries were thoroughly answered by Mr. Broom, Mr. Faretra and City staff.

#### **IV. Miscellaneous Business:**

**Crowfield Golf Course and Crowfield Ruins:** Councilmember Cox presented a PowerPoint presentation to City Council regarding an improvement plan for the Crowfield Golf Course and the Crowfield ruins. Councilmember Cox stated he was advocating gaining up to \$250,000, of Hospitality Tax in 2017, to increase the City's overall image and to tie the Crowfield Golf Course in with the Crowfield Ruins, a historic centerpiece of the City. He stated when Google, Volvo, Black Baud and other companies want to come to the lowcountry and they wish to entertain guests, they will want to take them to Crowfield Golf Course. He stated he wished to allocate \$3,000, from the 2016 Hospitality Funds to begin what the experts would create. Councilmember Cox stated it would be requested for Mr. Broom and Mr. Sanders to get the clubhouse designed specifically surrounding Goose Creek's history and the Crowfield ruins and whatever else City Council would wish the redesign be tied into. He stated the improvements would pay for themselves in less than three (3) years and it would enhance the overall image of Goose Creek. He stated this would not only be open for people who wish to golf, but also for tourists and all the citizens of Goose Creek. There was thorough discussion amongst City Council regarding Councilmember Cox's presentation.

Councilmember Cox made a motion to request \$10,000, from the 2016 budget be dedicated for a design consultant to review the clubhouse at the Crowfield Golf Course and to produce initial designs and for \$250,000, be dedicated from the 2017 budget remodel the existing clubhouse. Councilmember Green-Fletcher inquired as to how much money the City would have left in the Hospitality Fund at the end of 2016 and 2017. Mr. Faretra stated at the end of 2018, with the \$250,000, being dedicated for the proposed project, the City would have right at \$650,000. Hearing no further discussion, Mayor Heitzler called for the vote. All in favor, none opposed. Motion carried.

Mayor Heitzler stated he requested to have \$1,000, be placed in the City's proposed 2017 budget to pay for his dues at the Lord Berkeley Conservation Trust. He stated in the past he has paid his dues of \$500, out of his own pocket, but the dues had gone up. Councilmember Esarey inquired as to what the benefit would be to the City. Mayor Heitzler stated the Lord Berkeley Conservation Trust assists people in coveting their land to be preserved for the welfare of the environment, they want the forest to stay there, the wetlands to be protected and they want the wild animals to have a place to roam. There was some discussion amongst City Council as to whether the request should be supported by taxpayer dollars.

Councilmember Cox made a motion to allow for \$1,000, to go toward Mayor Heitzler's dues for the Lord Berkeley Trust. Mayor Pro Tem Phillips seconded the motion. All in favor, none opposed. Motion carried.

There was discussion amongst City Council and City staff regarding finding funds in the City's budget to hire two (2) additional police officers. Councilmember Habib requested Mr. Broom have the City's department managers go back to their proposed 2017 budgets to see if they could cut funding somewhere within their department so the City could hire two (2) additional police officers.

#### **V. Comments from the Audience:**

There were no comments or questions.

#### **VI. Adjournment**

Councilmember Esarey made a motion to adjourn. Councilmember Cox seconded the motion. All in favor, none opposed. Motion carried. Meeting adjourned at 3:33 p.m.

Minutes approved and adopted:

Date: April 11, 2017

\_\_\_\_\_  
**Kelly J. Lovette, MMC**  
**City Clerk**

*A copy of this meeting's agenda was sent to the Post and Courier and The Goose Creek Gazette; it was posted in City Hall 24 hours prior to the meeting.*