

**City Council Meeting**  
**January 9, 2018**  
**7:00 P.M.**  
**City Hall**

**Council Members Present:**

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

**Council Members Absent:**

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None

**Staff Present:**

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City Administrator Jake Broom; Assistant City Administrator Daniel Moore; City Clerk Kelly J. Lovette; Director of Economic Development Matt Brady; Director of Planning and Zoning Kara Browder

**Staff Absent:**

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None

**Invocation:**

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Councilmember James R. (Kimo) Esarey

**Pledge of Allegiance:**

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Mayor Heitzler

**Press Present:**

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Ricky Dennis, Goose Creek Gazette

**Guests Present:**

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**I. Call to Order:**

Mayor Heitzler called the meeting to order at 7:00 p.m.

**II. Comments from the audience**

Mayor Heitzler recognized Boy Scout Troop 459 who has been serving Goose Creek since 1972. Their representative stated Troop 459 was in attendance working on their "Citizenship in The Community" merit badge. Mayor Heitzler introduced Ms. Leah Dupree, a candidate for Clerk of Court. Mayor Heitzler introduced Mr. Jack Taylor who stated there was an issue with parking in Sophia Landing. Mr. Taylor stated the roads are narrow and therefore guests of home owners are parking on sidewalks. He referenced SC Code of Laws Section 56.52530 which does not allow parking on sidewalks and he requested the Police Department to cite warnings or give tickets to offenders. Mayor Heitzler requested Mr. Broom to speak with Chief Becker regarding the issue. Mayor Heitzler recognized Mr. Jerry Glass who stated there is a car parked on the median on Tommy Circle. Mayor Heitzler requested Mr. Glass show him the exact location, and he will speak with the owner. Mayor Heitzler recognized Mr. Joel Arenson who stated there are potholes due to the snow and inquired if the Director of Public Works could coordinate with Berkeley County to fix them. Mayor Heitzler recommended Mr. Arenson speak with his Berkeley County councilman.

**III. Approval of Previous Minutes:**

City Council Workshop – December 12, 2017

Mayor Pro Tem Phillips made a motion to approve the minutes, as stated by Mayor Heitzler. Councilmember Cox seconded the motion. All in favor, none opposed. Motion carried.

#### IV. Public Hearings:

Mayor Heitzler stated the first item under Public Hearing was the introduction and first reading of a recommendation from the Planning Commission to rezone an annexed piece of property from Conservation Open Space to General Commercial. Mayor Heitzler read the title to the proposed Ordinance.

AN ORDINANCE TO AMEND THE ZONING MAP OF THE CITY OF GOOSE CREEK, SOUTH CAROLINA, BY CHANGING THE ZONING CLASSIFICATION OF THE FOLLOWING PROPERTY: THE PROPERTY LOCATED AT 2432 NORTH MAIN STREET (TMS#222-07-00-002) FROM CONSERVATION OPEN SPACE (CO) TO GENERAL COMMERCIAL (GC) (Introduction and First Reading)

Mayor Heitzler inquired if City Council wished to act. Councilmember Esarey made a motion to approve the proposed ordinance, as stated by Mayor Heitzler. Councilmember Condon seconded the motion. Hearing no discussion, Mayor Heitzler called for the vote. All in favor, none opposed. Motion carried.

Mayor Heitzler stated the second item was the introduction and first reading of a property that was annexed into the City as Conservation Open Space and before City Council was a request for it to be rezoned to High Density Residential. Mayor Heitzler recognized Mr. Joel Eaton who inquired if the property was being rezoned for another apartment complex. Mayor Heitzler stated it could be, as High Density Residential can include apartments. Mayor Heitzler read the title to the proposed Ordinance.

AN ORDINANCE TO AMEND THE ZONING MAP OF THE CITY OF GOOSE CREEK, SOUTH CAROLINA, BY CHANGING THE ZONING CLASSIFICATION OF THE FOLLOWING PROPERTY: THE PROPERTY LOCATED AT 227 OLD SUMMERVILLE ROAD (TMS#222-10-00-011) FROM CONSERVATION OPEN SPACE (CO) TO HIGH DENSITY RESIDENTIAL (R-3) (Introduction and First Reading)

Mayor Heitzler inquired if City Council wished to act. Councilmember Cox made a motion to adopt the proposed Ordinance, as stated by Mayor Heitzler. Councilmember Esarey seconded the motion. Hearing no discussion, Mayor Heitzler called for the vote. All in favor, none opposed. Motion carried.

#### V. Monthly Department Report:

**Administration Department - (Matt Brady, Director of Economic Development)** – Mr. Brady briefed City Council by summarizing his last nine months as the City's new Economic Development Director. Mr. Brady stated the following during his briefing: City Council hired him as the Economic Development Director; City Council passed an incentives Ordinance in 2017; busy with outreach efforts promoting and marketing the City; and residents continue to see new construction projects and economic activity in the City's commercial and residential corridors. Mr. Brady defined the word incentive as a reduction in fees in terms of rebates if a developer or project meets certain thresholds. Mr. Brady stated he can use the incentives to market the City's commercial corridors and that the first project will come under consideration in 2018.

In terms of marketing and outreach, Mr. Brady stated the City has created a new website with business-friendly applications. He stated there are property and project maps on the website that displays an inventory of everything under construction in the City, as well as properties for sale in commercial zones. He stated a business license calculator is located on the website and the City is continually searching for ways to make the website more business friendly.

For purposes of marketing the City, Mr. Brady stated he traveled to the International Council Shopping Centers (ICSC) which is a group of professionals that build, market, represent and attract tenants to commercial projects. He stated he is working to market to local stake holders, such as commercial real estate developers, who can

potentially do business in the City. Mr. Brady stated he has created new collateral based on the new “Economic Development” section of the website and market data that has been collected over the last several months.

In terms of outreach to businesses in general, Mr. Brady stated he continued partnerships with stakeholders such as the Charleston Regional Development Alliance (CRDA), the Berkeley Chamber of Commerce, South Carolina Economic Development Association (SCEDA); and working with the City’s municipal neighbors. Mr. Brady stated the City did host a “Coffee and Conversation” event and the City is looking to continue this event by partnering with the Berkeley Chamber of Commerce. Mr. Brady continued by stating he sent a business survey, in the form of a postcard, to businesses in the City that included a link to Survey Monkey which will help him collect data.

Mr. Brady stated the City has just under \$85,000,000, worth of commercial projects currently under development. He stated the major projects are as follows: Carnes Crossroads Medical Office Building, Roper Hospital, Care Now, A Time to Shine Car Wash, and Lidl. He stated in 2017, the City took in just over 4,300 business licenses, which equates to approximately for 6.9 million dollars in revenue for the City. Mr. Brady stated the City did issue a Request for Proposal (RFP) on the old fire station. Mr. Brady defined the term Gross Taxable Sales to be a number provided by the Department of Revenue that represents everything that has been sold inside the City. He stated the City’s gross taxable sales was \$702,000,000, for Fiscal Year (FY) 2017, which is a record for the City.

Mr. Brady stated the City has a lot of leakage. He defined the term leakage as being when a resident spends their dollars outside the City limits. He stated in the Strategic Economic Development Plan, the consultant stated there is a six-time demand for full service restaurants than there are for fast food restaurants. He stated this means the City needs to continue to find ways to attract full service restaurants.

Mr. Brady stated, in terms of 2018 and looking forward, Goose Creek Village will make a great investment in the City, as well as other properties for sales. Mr. Brady recommended using the Economic Development Advisory Committee (EDAC) to generate policy considerations on how to be more business friendly and to reach out to the business community. Mr. Brady stated he feels the City should continue to work with private and public stakeholders like the CRDA, commercial developers, and those involved with real estate. He stated the City should also consider identifying a downtown, as Goose Creek does not have a traditional downtown. Mr. Brady suggested seeking ways for the City to partner with small businesses in an effort to recognize them and to help them to be successful.

Mayor Heitzler recognized Mr. Jerry Glass who inquired if there was a way to share the business survey with the Recreation Department to seek potential sponsorships for recreation teams. Mayor Heitzler stated business licenses cannot be used to solicit sponsorships. Mr. Glass inquired if the data received from the business surveys can be shared with the Recreation Department. Mr. Brady stated he would consider his request. Mayor Heitzler recognized Ms. Soto who inquired as to how many small businesses there are in the City. Mayor Heitzler stated approximately 4,000. Ms. Soto inquired if there is a small business association. Mayor Heitzler stated there is Rotary, a group of professional entrepreneurs, and the Berkeley Chamber of Commerce. Mayor Heitzler recognized Mr. Joel Arenson who inquired if the potential impact of the traffic flow on Highway 176 has been studied. He stated he felt once the interchange by Nexton opened, a lot of the traffic that would have entered and moved through the City will be diverted onto the new interchange to the interstate which he feels could affect businesses in the area. Mayor Heitzler stated the only infrastructure that is not keeping up is roads. He stated City Council has done an excellent job of keeping up with the infrastructure in which they are responsible.

## **VI. City Administrator’s Report:**

**Request to Solicit for Charitable Causes During 2018** – Mr. Broom stated the following was a request to organize and solicit sponsorships and donations for charitable purposes during 2018. He stated City policy states that a charitable request must be approved by City Council and that a list of charities was provided to them at the beginning of the year and with City Council’s approval, the City can solicit donations for charities that are outlined in the packet. Mr. Broom requested City Council’s favorable consideration.

Mayor Heitzler inquired if City Council wished to act. Councilmember Habib made a motion to approve the request, as presented by Mr. Broom. Mayor Pro Tem Phillips seconded the motion. Hearing no discussion, Mayor Heitzler called for the vote. All in favor, none opposed. Motion carried.

**Executive Session – Employment Matter Related to the Retirement of the Recreation Director** – Mr. Broom requested a motion to go into Executive Session to discuss the retirement of the Recreation Director and his potential replacement. Councilmember Esarey made a motion to go into Executive Session. Councilmember Cox seconded the motion. Mayor Heitzler called for the vote. All in favor, none opposed. Motion carried. (7:33 p.m.)

Councilmember Esarey made a motion to come out of Executive Session. Councilmember Condon seconded the motion. Mayor Heitzler called for the vote. All in favor, none opposed. Motion carried. (7:36 p.m.)

Mayor Heitzler stated City Council received a recommendation to hire a Mr. TJ Rostin as the new Director of Recreation. Mayor Heitzler stated Mr. Rostin was well qualified and will bring a lot of energy and talent to the City. Mayor Heitzler inquired if City Council wished to consider hiring Mr. Rostin. Councilmember Condon made a motion to hire Mr. Rostin as the new Recreation Director. Councilmember Green-Fletcher seconded the motion. Hearing no discussion, Mayor Heitzler called for the vote. All in favor, none opposed. Motion carried.

Mayor Heitzler introduced Mr. Rostin who thanked City Council for the opportunity. He stated he has worked in the recreation field for almost 17 years and was really looking forward to bringing his knowledge and working with the citizens of Goose Creek.

## **VII. Mayor Report:**

Mayor Heitzler stated one of the items under the 2017 One Year Goals & Objectives dealt with updating the existing Hiker/Biker Master Plan. Mr. Broom stated Mr. Moore has been working with Craig Lynn, the City's GIS Coordinator, and that the update would be brought before City Council for discussion at the City Council Workshop scheduled for later in the month.

## **VIII. Comments and Questions:**

Councilmember Green-Fletcher thanked City staff, the Police Department, Sanitation Department, and the Fire Department for all they did during the recent snow storm and especially Mr. Broom for keeping everyone up to date. She stated she is very proud of the City.

## **IX. Adjournment:**

Councilmember Esarey made a motion to adjourn. All in favor, none opposed. Meeting adjourned at 7:40 p.m.

\_\_\_\_\_ Date: February 13, 2018  
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.*