

# City of West Columbia, SC

# Attachment V.C

## Council Work Session

February 22, 2011 following the Special Council Meeting at 6 p.m.

### Members Present:

Bobby E. Horton, Mayor  
Jack L. Harmon, Mayor Pro-Tem  
Eric L. Fowler  
L. Dale Harley  
Boyd Jones  
Marsha Moore  
Tommy Parler

### Members Absent:

B.J. Unthank  
Cathy Shannon

### Others Present:

Jenny Cunningham, City Administrator  
Myron Corley, Deputy City Administrator  
Mardi Valentino, City Clerk  
Donna Smith, Economic Development Director  
Sid Varn, Planning & Engineering Director

Rick Hodge, City Treasurer  
Dennis Tyndall, Police Chief  
Brian Carter, Planning and Zoning Director  
Wyatt Coleman, Fire Chief  
Joe Owens, Utilities Director

### Members of the Public and Press

---

Mayor Horton called the work session to order at 6:31 p.m. and noted a quorum was present. *The State, Free Times, Lexington County Chronicle, Cayce-West Columbia News, and The Columbia Star* were notified of the public hearing by e-mail on February 17, 2011.

Mayor Horton briefed Council on the West Columbia Beautification Foundation's efforts to beautify the Sunset Boulevard (Highway 378) corridor, especially at the Jarvis Klapman intersection. He discussed an idea to come up with a catchy slogan, such as West Columbia Pride, to increase public awareness of the Beautification Foundation's efforts and the West Columbia Clean up days through a public relations campaign that would capture citizens' interest. He said he asked City Administrator Jenny Cunningham to research possible methods to publicize the project and to identify items to be used with a slogan. He recognized Mrs. Cunningham who said she found a variety of items on the internet suitable for imprinting with a slogan. She said the city could distribute the items to the public to encourage citizens to participate in scheduled clean up days. Mayor Horton said school children and local scout troops could become involved in clean up campaigns

Mayor Horton recognized Council Member Parler who said that the mindset of the people has to change to be able to truly clean up West Columbia. He said the first clean up day last May netted 55 tons of garbage and 25 tons were collected on the second clean up day later in the year. Council Member Parler said the next city-wide clean up day is scheduled for Saturday, April 30, which is the week after Easter. He said the city will try to get homeowner associations and scout troops involved with the clean up efforts.

Mayor Horton discussed the idea of an electronic newsletter with a neighbor of his who writes for the *Columbia Business Monthly* magazine. Mayor Horton said the newsletter could keep citizens up-to-date on happenings in the city as well as publicize city clean up days and other events.

Mayor Horton recognized Mrs. Cunningham who distributed the budget schedule. She said the budget work session will be May 16 with the first reading of the budget on June 7, 2011.

## **Council Work Session**

**February 22, 2011**

**Page Two**

Mayor Horton recognized Council Member Harley who briefed Council on a recent National League of Cities (NLC) leadership training session he attended in Savannah, Georgia along with Council Members Boyd Jones and Marsha Moore. He said the session consisted of 12 hours of classroom work compressed into one and a half days.

Council Member Harley said one of the speakers was Barry Bluestone, Director of the Dukakis Center at Northeastern University who presented a session on national economic conditions entitled, "Moving Your Community from Surviving to Thriving." Council Member Harley said that although statistics from Mr. Bluestone's presentations showed the national economy continuing to remain sluggish for a number of years, South Carolina will grow about 15 percent over the next ten years, with Lexington County growing in the range of 20 to 22 percent. He said that four of the top ten growth areas in the nation would be in or near South Carolina.

Council Member Harley stated that projected changes in the age of the population by the year 2020 indicate 21 million more people will be over the age of 55 but the 18 to 54 age group will only increase by one million. He said the South will continue to get an influx of "snow birds" from the north, but they will be retirees who will burden hospitals and healthcare programs. He said 15 million new jobs will be created by 2020, but there will be only nine million workers to fill the positions. He said that brings forth the question of who will pay the tax bills. He said if the state becomes a population of elderly citizens with homestead exemptions who will pay for the services? South Carolina will have to decrease the state budget by 26 percent or experience huge deficits like Wisconsin and Illinois. He said the healthcare costs portion of the national budget will dramatically increase from two percent today to nine percent by 2020.

Council Member Harley said one way to deal with the alarming statistics is to develop regionalization and teamwork among cities. He said Mr. Bluestone suggested conducting charrettes to discuss the strengths and weaknesses of cities. Council Member Harley said the leadership training session gave him a new perspective on what the NLC does for municipalities.

Mayor Horton recognized Council Member Parler who stated that the city's Christmas decorations are looking very bad. He requested that a committee be appointed to consider purchasing new decorations for specific areas such as Meeting Street/August Road, Triangle City and Sunset Boulevard. Council Member Moore suggested that the decorations be restricted to entrances to the city and major thoroughfares. Mrs. Cunningham stated that Christmas decorations are on sale during January and February which is the best time to purchase them. She said if Council will decide in what areas of the city the decorations should be placed then she could determine how many need to be purchased.

Mayor Horton recognized Council Member Moore who said that April is National Autism Month and requested that Council pass a resolution. She also requested that the West Columbia City Hall be lit up in blue lights to bring public awareness to autism. Mrs. Cunningham said she has been researching ways to light up the front of city hall with blue lights. Mayor Horton asked for a resolution recognizing National Autism Month be placed on the agenda for the council meeting in March.

Mayor Horton entertained a motion to adjourn. Mayor Pro-Tem Harmon so moved and Council Member Parler seconded. The motion passed unanimously. Council adjourned at 7:15 p.m.

Respectfully submitted,

Marta M. Valentino, CMC  
City Clerk