



City of Camden
South Carolina

CAMDEN CITY COUNCIL

WORK SESSION MINUTES

Tuesday, February 26, 2013

4:00 P.M.

Council Chambers-City Hall

PRESENT

Mayor Anthony P. Scully

Mayor Pro-Tem X. Willard Polk

Councilmember Walter M. Long

Councilmember Alfred Mae Drakeford

Councilmember Laurel M. Parks

Interim City Manager Mel Pearson

City Clerk Brenda Davis

Chronicle-Independent Reporter Martin Cahn

and interested Citizens

CALL TO ORDER

Mayor Anthony P. Scully called the Camden City Council Work Session to order at 4:00 p.m.

WELCOME – Interim City Manager Mel Pearson welcomed Council to the February 26, 2013 Camden City Council Work Session.

FISCAL YEAR 2013-2013 BUDGET TIMETABLE

Interim City Manager, Mel Pearson presented Council with a review of the 2013/2014 updated Budget Development schedule as follow:

- Initial budget review with Department heads and initial revenue forecast will be held during the week of February 18-February 22, 2013.
- Budget reviews with City Manager will be held during the week of March 4-March 8, 2013.
- Staff will present budget to City Council at Special Meeting on March 20, 2013.
- Budget Work Session will be held on April 11, 2013 from 3 p.m.–5 p.m., if necessary.
- Public Hearing will be held on April 23, 2013 – City Council Meeting – 6:30 p.m.
- First Reading Approval of FY 2013/2014 Budget- May 14, 2013- City Council Meeting -6:30 p.m.
- Final Reading Approval of FY 2013/2014 Budget- May 28, 2013 – City Council Meeting – 6:30 p.m.

PETITION FOR ANNEXATION (406 BLACK RIVER ROAD)

Interim City Manager Mel Pearson presented Council with a briefing of the proposed annexation of 406 Black River Road. The property is owned by Good Hope Wesley Chapel United Methodist Church.



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There was general discussion regarding this matter. After further discussion, there were no objections from Council for staff to move forward with the proposed annexation of 406 Black River Road.

MARKETING PRESENTATION

Economic Development Director Wade Luther introduced Council to Mr. Arnett Muldrow of Arnett Muldrow & Associates of Greenville and Dr. Bob Brookover of Clemson University - Department of Parks, Recreation and Tourism Management. Mr. Muldrow and Mr. Brookover made a presentation to Council on branding and marketing the City of Camden. As an effort to address Camden's branding and marketing concerns, Mr. Muldrow and Mr. Brookover provided samples of other local cities branding and marketing projects that they deemed successful.

There was general discussion and questions including comments from Economic Development Director Wade Luther regarding this matter. Council voiced some concerns and will discuss funding the project during the upcoming Budget Work Session.

CITY OF CAMDEN DAY AT THE STATEHOUSE

Ashley Hunter, City of Camden's marketing consultant opened discussion regarding City of Camden Day schedule for April 11, 2013 from 8 a.m. to 10:30 a.m. at the State House, Columbia, South Carolina.

The program will feature a two-hour breakfast where several organization and businesses from Camden will have tables and stations set-up with information to represent the city of Camden. City leaders will meet and greet the 170 members of the General Assembly. City leaders will then be introduced by State Representative Laurie Slade Funderburk to the S.C. House of Representatives and then move to the Senate gallery to be introduced by Senator Vincent Sheheen. Finally, city leaders will move to the front of the State House steps and have an official portrait made and be presented with a proclamation proclaiming April 11, 2013 as City of Camden Day.

There was general discussion regarding this matter. Further details will be available at a later date, upon the final draft of the program.

SOCIAL MEDIA

Ashley Hunter, City of Camden's marketing consultant presented an overview to Council on the impact of social media. Ms. Hunter's presentation focused on how the city of Camden would like to approach the use of social media sites. The presentation included information on the definition of social media as it relates to municipalities such as Camden, social media 101, social media rules, social media goals, social media risks, and how to manage social media risks. During the lengthy presentation, Ms. Hunter presented three



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options if the city would decide to go live again with a specific social media site. The options included: an open social media site where anyone can comment with no oversight by staff; an information sharing-only social media site where comments must be approved by a staff hired to monitor the site; and/or an individual personal Councilmember social media site.

There was general discussion and questions regarding this matter. Council voiced concerns over the timing for staff to monitor a social media site and the risk and liabilities of a social media site. During further discussion, Council appeared to agree on not pursuing a social media site for Camden beyond an information sharing-only site.

SOCIAL MEDIA POLICY

A draft of a Social Media Policy was presented to Council by Interim City Manager Mel Pearson in the event that Council decides to pursue a social media site.

OTHER BUSINESS

Councilmember Drakeford provided a review of the February 21, 2013, meeting held in Camden in reference to the Columbia Area Transportation Study (COATS) and the Metropolitan Planning Organization (MPO) regarding transportation issues.

Councilmember Parks announced the members of the Historic Landmarks Commission (HLC) subcommittee. The subcommittee consists of Councilmember Laurel Parks, Councilmember Willard Polk, chair of subcommittee and HLC Rick Trott, HLC member Allen Roberts and City Planner Shawn Putnam.

ADJOURNMENT

There being no further business, Mayor Scully adjourn the Work Session at 6:00 p.m.

Mayor Anthony P. Scully

Attest:

Brenda Davis, City Clerk