

**AGENDA ITEM SUMMARY  
OCONEE COUNTY, SC**

**COUNCIL MEETING DATE:** 1/03/06  
**COUNCIL MEETING TIME:** 7:00 P.M.

**ITEM TITLE OR DESCRIPTION:**

Proposal for a full page advertisement, to promote Oconee County, in the 2006 Visitors Guide to the Upcountry South Carolina Magazine, which will be distributed state wide and regionally in SC, NC, GA, FL, TN & AL, nationally and internationally.

**BACKGROUND OR HISTORY:**

The Visitors Guide to the Upcountry South Carolina Magazine is a tourism marketing publication published annually by the Discover Upcountry Carolina Association. 70,000 of these publications are produced annually and distributed throughout the State of South Carolina in welcome centers, chambers of commerce and other visitors' centers through the region, area parks, campgrounds and attractions, and at national and international travel and trade shows. The guide is also mailed to approximately 20,000 individuals responding to our advertising and marketing campaign.

Topics of interest covered in the annual publication include attractions, scenic points of interest, recreation, arts & entertainment, festivals & special events, visitor information, shopping, accommodations, restaurants, real estate & relocation, conventions and maps.

**SPECIAL CONSIDERATIONS OR CONCERNS:**

The Parks and Tourism Commission have approved this proposal. The artwork will include the recent Oconee waterfalls image, which is in production now along with contact captioning. Final layout of the full page Oconee advertisement will be complete upon a publishing meeting with Discover Upcountry.

**STAFF RECOMMENDATION:**

Approval of an expenditure of \$2,350 for a full page advertisement, promoting Oconee County, in the Visitors Guide to the Upcountry South Carolina Magazine

**FINANCIAL IMPACT:**

This project will not exceed \$2,350 with funds coming from the 25% Parks and Tourism portion of the Local Accommodations Tax Fund, with no matching requirement and no impact to the general fund budget. We have copyright ownership of the waterfall artwork, so no copyright or user fees are applicable.

**ATTACHMENTS:**

Excerpt sample of Visitor's Guide (4 pages)

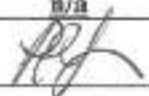


Submitted or Prepared By:

Phil Shirley, Director-PRT  
Department Head/Elected Official

Approved for Submittal to Council:

  
Ron H. Rabun, County Administrator

Reviewed By/ Initials:

n/a County Attorney  
 Finance  
 County Administrator  
 Community Services Director



# Upcountry

SOUTH CAROLINA

*Discovery Begins Here*

## ***2006 Visitors Guide to Upcountry South Carolina***



# The 2006 Upcountry Visitors Guide

## *Why should I advertise?*

The visitors guide is the primary tool used by Discover Upcountry Carolina Association in its marketing efforts to attract leisure visitors to the six-county Upcountry region. Putting your message in front of more than 175,000 individuals is a very effective approach to sell your business to this lucrative market.



## *What's in it?*

The guide includes information on attractions, points of interest, recreation activities, shopping, entertainment, dining, accommodations, real estate & relocation, and other useful visitor information about the region.

## *Who wants it?*

70,000 guides are produced annually and distributed through the SC Welcome Centers, chambers of commerce and other visitors' centers throughout the region, area parks, campgrounds, and attractions, and at national and international travel and trade shows. The guide is also mailed to individuals responding to

our advertising and marketing campaign. The top 5 states of inquiry are NC, SC, GA, FL, TN and AL.

## *What does it cost?*

The advertising rates are shown on the next page. We feel that the rates are a great value as we are able to utilize grant funds to supplement the production of the guide.



# The 2006 Upcountry Visitors Guide

## Where do I sign up?

To sign up, contact Tim Todd at 1-800-849-4766 or [Tim@theupcountry.com](mailto:Tim@theupcountry.com)

## Advertising Rates

	Member Rate	Non-member rate
Inside Front/Back Cover -	\$2300	\$2550
Page 1 -	\$2300	\$2550
Center Spread -	\$4600	\$5100
Back Cover -	\$2600	\$2900
Full Page -	\$2050	\$2275
½ Page -	\$1450	\$1600
⅓ Page -	\$1150	\$1275
¼ Page -	\$950	\$1050
1/6 Page -	\$650	\$725

## Advertising Specifications

### General Information

- All advertisements are four color
- Publication will deliver in February 2006 and will be distributed throughout the entire calendar year.
- Advertisement production assistance available. Prices quoted upon request.

### Ad Sizes

Non-Bleed	Width	Height
Full Page	7 3/8"	9 7/8"
½ Page Horizontal	7 3/8"	4 5/8"
½ Page Vertical	4 5/8"	7"
1/3 Page Vertical	2 ¼"	9 7/8"
1/3 Page Square	4 5/8"	4 5/8"
¼ Page	3 3/8"	4 7/8"
1/6 Page Vertical	2 ¼"	4 5/8"
Bleed		
Full Page	8 1/2"	11"
Center Spread	17"	11"

Publication Trim Size: 8 3/8" x 10 7/8"

Format: Adobe Photoshop or TIFF

Colors: CMYK

Screen: 175 line

Proofs: Matchprint



# The 2006 Upcountry Visitors Guide

## *Who Do We Tell?*

Discover Upcountry Carolina Association places advertisements in various travel-related publications that generate approximately 20,000 requests for the Upcountry Visitors Guide each year. Additionally, the guides are distributed to visitors at SC Welcome Centers, Chambers of Commerce, SC State Parks, and other visitors' centers. Below is a sample of the publications used to market the Upcountry region to visitors.

*Southern Living*

*Preservation*

*Vacations*

*Escape to the Southeast*

*Atlanta Journal-Constitution*

*USA Today*

*Group Tour*

*Blue Ridge Country*

*Field and Stream*

*Woodall's Campground Directory*



**Discover Upcountry Carolina Association**

**P.O. Box 3116**

**Greenville, SC 29602**

**864-233-2690 • 1-800-849-4766 • FAX 803-753-9990**

**[www.TheUpcountry.com](http://www.TheUpcountry.com)**



**AGENDA ITEM SUMMARY**  
**OCONEE COUNTY, SC**  
**COUNCIL MEETING DATE: JANUARY 3, 2006**  
**COUNCIL MEETING TIME: 6:00 P.M.**

**ITEM TITLE OR DESCRIPTION:**

**Resolution:** To adopt and purchase a Blanket Fidelity Bond for County Officials and Employees in Accordance with State of South Carolina Act No. 58.

**BACKGROUND OR HISTORY:**

On May 16, 2005 the Governor signed into law Act No. 58 (R67, S 506). This legislation adds §4-11-65 which authorizes counties to purchase a blanket fidelity bond covering all or a portion of county officials and employees who are statutorily required to be bonded. The Act took effect on May 16, 2005, (copy is attached).

**Act No. 58 requires the county governing body to pass a resolution noting the purchase of a fidelity bond or the replacement of a fidelity bond covering one or more county officials or employees.**

**SPECIAL CONSIDERATIONS OR CONCERNS:**

Act No. 58 provides counties a more convenient and simplified method of bonding county officials and employees. Whereas, individual fidelity bonds which cover a specifically named individual, (such as Treasurer, Auditor, Probate Judge, Sheriff, Magistrates, etc.), blanket fidelity bonds typically cover an official by position and thus, do not need to be repurchased each time there is a personnel turnover. In many cases, blanket bonds also provide increased coverage at a lower rate and require less administrative time and attention.

**STAFF RECOMMENDATION FOR COUNCIL ACTION:**

Adopt the resolution to place the County in compliance with Act No. 58.

**FINANCIAL IMPACT:**

Cost of Blanket Bond was budgeted with the insurance funds in the 2005-2006 Budget.

**ATTACHMENTS:**

1. State Statute 4-11-65
2. Resolution

**Submitted or Prepared By:**

  
\_\_\_\_\_

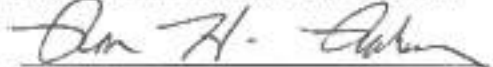
**Department Head**

**Reviewed By/ Initials:**

\_\_\_\_\_ **County Attorney**

\_\_\_\_\_ **N/A** **Finance**

**Approved for Submittal to Council:**

  
\_\_\_\_\_

**Ron H. Rabun, County Administrator**

\_\_\_\_\_ **N/A** **Other**

South Carolina General Assembly  
116th Session, 2005-2006

A58, R67, S506

**Fidelity bond authorized**

SECTION 1. Chapter 11, Title 4 of the 1976 Code is amended by adding:

"Section 4-11-65. (A) When bonding of county officials or employees is statutorily required, the governing body of a county may purchase a fidelity bond to cover all or a portion of the county officials and employees. A fidelity bond may be used instead of specific statutory bond requirements including, but not limited to, those found in Sections 12-39-10, 12-45-10, 14-17-40, 14-17-60, 14-17-350, 14-23-1050, 17-5-20, 17-5-70, 22-1-150, 22-1-160, 23-11-30, and 23-13-20. Any officials or employees not covered by a fidelity bond must be bonded as required by statute.

(B) The purchase of a fidelity bond as provided in subsection (A) or the replacement of an existing bond with a fidelity bond covering one or more county officials or employees must be evidenced by passage of a resolution by the county's governing body. A fidelity bond must meet or exceed the minimum value of the bond required by the statute or statutes for the covered officials or employees."

**Time effective**

SECTION 2. This act takes effect upon approval by the Governor.

Ratified the 11<sup>th</sup> day of May, 2005.

Approved the 16<sup>th</sup> day of May, 2005.

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**STATE OF SOUTH CAROLINA  
COUNTY OF OCONEE  
RESOLUTION 2006-01**

**WHEREAS**, State Statute 4-11-65 states that "When bonding of County officials or employees is statutorily required, the governing body of a County may purchase a fidelity bond to cover all or a portion of the County officials and employees; and

**WHEREAS**, the adoption of this resolution provides that all Oconee County employees, except those required by State Statute to have individual surety bonds, will be covered by a fidelity bond.

**THIS** bond will meet or exceed the minimum value of the bond required by the statute or statutes for covered County officials and employees.

**APPROVED & ADOPTED** on first and final reading this 3<sup>rd</sup> day of January 2006 as evidenced by the hand of the Oconee County Council Chair and attestation of the Clerk to Council.

\_\_\_\_\_  
H. Frank Ables, Jr., Chair  
Oconee County Council

Attest:

\_\_\_\_\_  
Opal O. Green  
Clerk to Council

ADD - ON

**AGENDA ITEM SUMMARY  
OCONEE COUNTY, SC**

**COUNCIL MEETING DATE:** January 3, 2006  
**COUNCIL MEETING TIME:** 7:00 pm

**ITEM TITLE OR DESCRIPTION:**

Intent by Oconee County Regional Airport to apply for US Smokeless Tobacco Company grant "Operation Ranger" for a Polaris Ranger 6x6 Utility Vehicle

**BACKGROUND OR HISTORY:**

Application for Grant due by January 06, 2006.  
This Grant, if awarded, will provide (1) Polaris Ranger 6x6 Utility Vehicle to Oconee County Regional Airport. Approximate Value of Vehicle \$10,000.00

There is NO match associated with this grant.

**SPECIAL CONSIDERATIONS OR CONCERNS:**

The property surrounding the airport runway is highly variable involving steeply sloping and rolling terrain that is inaccessible to the large emergency response vehicles operated by the local fire departments. Also, the Oconee County Regional Airport is one of the busiest general aviation airports in South Carolina, serving small business jets and small single/twin engine piston aircraft. This vehicle would be ideal for transporting medical equipment to a crash site and transporting one or more crash victims from a remote site on or near the airport. It could dramatically reduce the access time for emergency personnel responding to a crash or other critical event.

There is NO match associated with this grant.

**STAFF RECOMMENDATION:**

Staff recommendation is for the approval of grant application.

**FINANCIAL IMPACT:**

There is NO local match required.

The County will be responsible for the insurance and maintenance of the vehicle.

**ATTACHMENTS:**

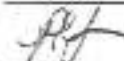
Polaris Ranger Specifications

Submitted or Prepared By:

  
Veronda Holcombe-Lewis

Reviewed By/ Initials:

\_\_\_\_\_ County Attorney

 Finance

\_\_\_\_\_ Other

Approved for Submittal to Council:

  
Ron H. Rabun, County Administrator

C: Clerk to Council



## **POLARIS RANGER 6x6 Specifications**

- On-demand 6-wheel drive, independent center axle suspension
- Liquid-cooled 40 HP engine
- Bosch multi-port electronic fuel injection
- Industry-leading top speed – 44 MPH
- Seating for three adults
- Composite cargo box with class-leading cargo capacity – 1,250 lbs
- Class-leading towing – 1,750 lbs
- Industry exclusive 4,000 lb capacity 4.0 Warn winch
- Industry leading 27-inch water-crossing depth
- High 7.2-inch ground clearance
- Automotive style 4-wheel hydraulic disc brakes
- Sealed, water resistant fuel system connections.

# CORRECTED

## AGENDA ITEM SUMMARY OCONEE COUNTY, SC COUNTY ADMINISTRATOR REPORT

COUNCIL MEETING DATE: January 3, 2006  
COUNCIL MEETING TIME: 6:00 PM

### ITEM TITLE OR DESCRIPTION:

"Effect of Recent Holiday Closing on Solid Waste Services to the Public"

### BACKGROUND OR HISTORY:

During the recent Christmas Holidays, the operating schedule for our Solid Waste Services, and especially our manned convenience centers, has been a point of discussion by the public.

During the Christmas Holidays, some information was reported from the public that we were closed five out of six days on Friday, December 23; Saturday, December 24; Sunday, December 25; Monday, December 26; and Wednesday, December 28. **However, our actual schedule was 7 a.m. to 7 p.m. on Friday; 7 a.m. to 12 p.m. on Saturday; closed on Sunday; closed on Monday; open 7 a.m. to 7 p.m. on Tuesday; and closed on Wednesday.** This was a closure of 3 out of six days. Our convenience centers are always closed on Sunday, and they were closed this year on Monday, December 26<sup>th</sup> in observance of Christmas Day. Also, the cities solid waste collection services were closed on Monday, December 26<sup>th</sup>, with the exception of Seneca and Walhalla.

### SPECIAL CONSIDERATIONS OR CONCERNS:

To enhance clear communication.

### STAFF RECOMMENDATION:

Continue to work to develop an appropriate schedule of Solid Waste facility openings to minimize adverse customer service impact to the public from weekend and major holiday closings. Our schedules are published a year in advance to maximize coordination and communication to all our users as well as the cities.

Our New Year 2006 Solid Waste Holiday schedule was as follows:

<u>Friday, 12/30/2005</u> Normal hours	<u>Saturday, 12/31/2005</u> Convenience Centers 7AM – 7PM Landfill 8 AM – 4 PM	<u>Sunday, 1/1/2006</u> Closed	<u>Monday, 1/2/2006</u> Closed
<u>Tuesday, 1/3/06</u> Normal hours	<u>Wednesday, 1/4/2006</u> Only Convenience Centers closed	<u>Thursday, 1/5/2006</u> Normal hours	

### FINANCIAL IMPACT:

Included in the budget

### ATTACHMENTS:

None

Submitted or Prepared by:



(Department Head/Elected Official)

Approved By:



Ron H. Rabun,  
Oconee County Administrator

Reviewed By/ Initials:

\_\_\_\_\_ County Attorney

\_\_\_\_\_ Finance

\_\_\_\_\_ Other

C: Clerk to Council