



# MINUTES

## BUDGET, FINANCE & ADMINISTRATION COMMITTEE

### May 29, 2018

#### MEMBERS, ALL OCONEE COUNTY COUNCIL

Ms. Edda Cammick District I, Chairwoman  
Mr. Wayne McCall, District II      Mr. Paul Cain, District III  
Mr. Julian Davis, District IV      Mr. Glenn Hart, District V

The Oconee County Budget, Finance & Administration Committee met Tuesday, May 29, 2018 at 5:30 PM in Council Chambers, Oconee County Administrative Offices, 415 South Pine Street, Walhalla, SC with Committee members Ms. Cammick, Mr. Hart, Mr. Cain and Mr. Davis [except Mr. McCall], as well as Interim Administrator Rick Martin, County Attorney David Root, and Katie D. Smith, Clerk to Council present.

**Press:** Pursuant to the Freedom of Information Act, notice of the meeting, date, time, place of meeting and agenda were posted on the bulletin board at the County Administrative Offices, 415 South Pine Street, Walhalla, SC, and the County Council website [[www.oconeesc.com/council](http://www.oconeesc.com/council)]. In addition it was made available [*upon request*] to the newspapers, radio stations, television stations and concerned citizens.

Members of the press present: Norm Cannada / The Journal & Dick Mangrum / WGOG.

#### **Call to Order:**

Ms. Cammick called meeting to order at 5:30 p.m.

#### **Approval of Minutes**

Mr. Davis made a motion, seconded by Mr. Hart, approved 4 – 0, to approve the May 22, 2018 minutes as presented.

#### **Discussion Items**

##### Discussion regarding fund balance policy

Ms. Cammick opened the discussion regarding the fund balance policy noting the ordinance and resolution was received from the County Attorney. She further noted the ordinance was from 2004 establishing the fund balance at 150% of the bond payment and the resolution was from 2011 increasing to 25% of the previous years expenses.

Discussion continued to include:

- Ordinance and Resolution need to be reconciled
- What percentage of the general fund expenditures do you want to have as an unassigned fund balance and what to do to get to that if the number is more than we have now
- Super majority to pass the budget
- Fund balance is below 25%
- Debt payment
- Policy to be percentage-wise
- Repeal old ordinance and old resolution and start over?
- Balance is lower due to use of funds from that account to match the FOCUS grant

- Lease payments
- FOCUS payments
- General operating expenditures
- Vehicle Replacement plan
- Park maintenance
- Revenue
- One-time money
- Not funding a project at 100%
- Debt plan
- Bonds
- Returned \$1.4 million this year, returned over \$1 million last year, and returned half a million the year before
- Budgeting to spend this money

Ms. Ladale Price, Finance Director, addressed the Committee highlighting the following:

- Addition to the fund balance over the past couple of years
- Solid Waste is the only fund balance that has decreased due to the remediation
- General fund has increased over the last few years
- Other Post-Employment Benefits [OPEB] & Insurance can be rolled into one
- SC Public Employee Benefit Authority [PEBA]
- PAI Insurance

Continued discussion followed to include:

- Health insurance
- Great policy for what it covers
- Savings not only to the County but employees as well
- Strategic Planning Retreat
- Unassigned and assigned fund balance
- Replenish the unassigned fund balance
- Balloon payment
- SC State Retirement
- Sheriff Deputies salaries
- Unfunded portion of the capital vehicle replacement plan
- Expenditure that would cause the fund balance to decrease below 25%, the expenditure would require a supermajority

Ms. Cammick noted there were representatives from different advertising companies to address the Committee and also Emergency Services with budget revision recommendations.

#### Discussion regarding Advertising

Mike Wallace, Owner of Print It, addressed the Committee highlighting the following:

- Advertising and marketing related work
- Direct mail
- Work with small businesses, institutions, etc. throughout Oconee & Pickens counties and Toccoa, GA
- Work with different types of companies helping them reach their goals
- Worked with different departments in the County

Brandon Kessler, representative from 101.7 WGOG & 94.1 The Lake, addressed the Committee highlighting the following:

- Local radio stations
- 101.7 WGOG - Country radio station located in Walhalla; live & local morning show with Kyle Brown; full time news director Dick Mangrum; cover local news, weather, & sports; Friday Under the Lights with the Walhalla Razorbacks
- 94.1 The Lake – live & local morning show with Nona; full time news director Chad Dorsett; live & local coverage; local news, weather, & sports; program called Coffee Time from 9:00 a.m. to 9:30 a.m.

Vicki Barnum, representative from CAC Digital Services and Solutions, which is owned by Northland Cable, addressed the Committee highlighting the following:

- Television advertising that airs on Northland Cable in networks in South Carolina & North Carolina
- Digital products
- Reaches 12,600 households in Oconee & Pickens areas; reaching on an average of 31,000 people, which includes cable ads
- Digital ads are unlimited potential

Tony Wright, representative from CIA Media Network Productions, addressed the Committee highlighting the following:

- Media streaming company
- Social media
- 48 million subscribers
- 628 listeners
- 328 clicks per second Instagram followers on a day to day basis

David Kopelson, representative from 105.5 The Roar WCCP, addressed the Committee highlighting the following:

- Full time sports talk station
- Flagship station for Clemson University Athletics
- Company is based in Columbia, SC and also owns a television station in Hilton Head, SC and several radio stations in Myrtle Beach, SC

Frank Patterson, representative from Sunny 107.9 WFBS FM, addressed the Committee highlighting the following:

- 3<sup>rd</sup> locally owned station in the County
- Located in Salem, SC
- Sponsorships
- Public Service Announcements
- Talking with Tom, which airs every other Wednesday night

All representatives were asked if they have ever been to a County Council prior to this meeting requesting to be a vendor for the County. All representatives noted they have not been to a County Council requesting this. They were also asked who they have dealt with and most said other departments, with the Administrator's office being the most named.

Ms. Cammick noted they needed to look at the totality of the advertising and see how we can move into the digital area more. Discussion continued.

Mr. Davis read two emails [copies filed with these minutes], one from Hal Welch, General Manager with Edwards Media Group and one from Candi Phillips, Managing Editor with Keowee Courier & Westminster News.

Lengthy discussion continued regarding the advertising budget for the different departments in the County and vendors from different advertising outlets.

Discussion regarding Emergency Services – Chief Charlie King

Chief Charlie King with Emergency Services addressed the Committee utilizing a handout [copy filed with these minutes] highlighting the following:

- Thanked Council for their support
- Request to move \$15,000 from Professional Development line item into the Salary and Wages line item for a part time instructor
- FEMA grants
- Emergency Services Protection District Special Revenue Fund
- Consolidate Small Equipment line item into the Grant to Independent Agencies line item
- Request for Staffing
- Request for \$300,000 would provide 5 full time firefighters/medical responders, firefighter/logistics supervisor, and part-time firefighter medical responder
- Delay hiring for four weeks beyond July 1 in order to provide equipment that would be needed
- Paid personnel; volunteers
- Bountyland Station
- Village Creek Substation
- Holly Springs Station
- SCDOT encroachment permits
- Increase in the amount of diesel and gasoline

Mr. Davis thanked Chief King and his staff for all of their work and also the volunteers for their hard work as well. Discussion continued to include fire protection, vehicle replacement plan, & the FY2019 budget.

Ms. Cammick asked if there was any further business that needs to be discussed. Mr. Cain noted Council was sent a letter in late April from Steve Finger, President of the Ride to Work Ministry Nonprofit, Inc. [copy filed with these minutes] requesting a donation from the Oconee County Council of \$2,500 to help continue their work. The Ride to Work Ministry provides transportation to and from work for Oconee County residents who want to work and can find a job but lack transportation.

Mr. Cain made a motion, seconded by Mr. Davis, to amend the proposed budget to include \$2,500 to be paid to the Ride to Work Ministry Nonprofit, Inc. on a recurring basis.

Discussion included:

- Forms needed
- Request for funding
- Keep better records for the request for funding and donation requests

Regarding the previous motion made by Mr. Cain, seconded by Mr. Davis, it was approved 4 – 0, for \$2,500 to be paid to the Ride to Work Ministry Nonprofit, Inc. on a recurring basis.

**Other Business**

None at this meeting.

**Adjourn**

Mr. Hart made a motion, approved unanimously, to adjourn the meeting at 7:04 p.m.

Respectfully Submitted:

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Katie D. Smith  
Clerk to Council