



**MINUTES
DESTINATION OCONEE
ACTION COMMITTEE
August 18, 2016**

Oconee County Administrative Offices, Council Chambers
415 S. Pine Street, Walhalla, SC 29691



MEMBERS

Mr. Al Shadwick, DX III
Mr. Bob Hill, DX V
Mr. Luther Lyle, DX II
Mr. Robert Moore, At Large

Ms. Katie Smith, DX IV
Mr. David Washburn, DX I
Mr. Hal Welch, At Large
Ms. Janet Hartman, Destination Oconee Manager

The Destination Oconee Action Committee met at 6:00 p.m. in Council Chambers, 415 South Pine Street, Walhalla, SC with all Members present [except Mr. Welch, Mr. Moore and Ms. Smith].

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.oconeese.com/council]. In addition it was made available [upon request] to the newspapers, radio stations, television stations and concerned citizens.

No members of the press were present.

Call to Order:

Ms. Hartman called the meeting to order at 6:00 p.m.

Approval of Minutes:

Bob Hill motioned to approve the July 28, 2016 minutes.

Al Shadwick seconded the motion. The motion passed unanimously.

Discussion of Key Recommendations #5 and #6:

Phil Shirley, Director of Parks, Recreation & Tourism for Oconee County, presented a Power Point presentation; #Destination Oconee, specifically discussing "Conducting a Condition Assessment of the public areas, structures and signage at lakes, waterfalls, rivers, scenic vistas and other key natural attractions" and "Developing a plan for improving public access and experiences at lakes, waterfalls, rivers, scenic vistas and other natural resources" (copy filed with these minutes). Mr. Shirley shared the positive impact tourism has on our local economy and how it is a vital part of economic development. He discussed the various tourism resources we have in Oconee County, the demand on those resources and the maintenance needed. He presented a list of all the public access points in the county, discussed the aging infrastructure and the potential upgrades needed. Finally, Mr. Shirley shared the steps that would need to be taken to complete a formal Condition Assessment and how a plan would be developed to make the improvements needed.

New Business:

One of the Marketing initiatives presented in the Destination Oconee Plan was to develop Interactive Photo Kiosks to encourage visitors and residents to interact with the brand marketing and share their experience on social media. Ms. Hartman shared the different looks the kiosks would have in the various settings; portable or stationary and previewed the first stationary kiosk; placed at South Cove Park (copy filed with these minutes). She thanked the county maintenance and park staff for construction and placement of the kiosk. Ms. Hartman explained she was working on a plan of the locations and types of kiosks to be placed throughout the county and will give an update at the next meeting.

Old Business:

Ms. Hartman announced the bid opening for the proposed Gateway signage had taken place at 2:00 p.m. on Thursday. Three bids were received; one of the bids was not accepted because it was not fully completed, the other two bids were as follows: (for all 3 signs) JF Contractors \$109,781.50, Rite Lite Signs, Inc. \$199,704.

Ms. Hartman explained funding available for this project is \$74,500. (South Carolina National Heritage Corridor grant award of \$37,250 and matched with grant funds of \$37,250, received via Senator Thomas Alexander through the South Carolina department of Parks, Recreation and Tourism).

Bob Hill made a motion to support the construction of only two of the three signs, Hwy 123 (sign A) and Hwy 11 N (sign C), at this time due to budget limitations. The bid for these two signs totals \$76,601. Al Shadwick seconded the motion. The motion passed unanimously.

Ms. Hartman will present this motion as a recommendation to County Council for final approval at their meeting on September 6, 2017.

Ms. Hartman presented an update of the Destination Oconee recommendations spreadsheet (copy filed with these minutes).

Luther Lyle reported that a letter of intent has been received from the Todd Family Farms LLC to sell the property needed for the Oconee Town project. The next step is to raise the funds needed for the purchase. The Destination Oconee Committee had previously written a letter of support for this project.

Adjourn:

Luther Lyle made a motion, seconded by Dave Washburn, approved unanimously to adjourn the meeting at 8:00p.m.

Respectfully Submitted:


Janet Hartman
Manager, Destination Oconee