

**AGENDA**  
**OCONEE COUNTY PRT COMMISSION**  
**May 7, 2020**

**12:00 PM**

**Zoom Conference Call**

Due to the current Novel Coronavirus pandemic and the ongoing state of emergency, this meeting is being conducted digitally on the Zoom platform.

To ensure the meeting remains open to the public, however, the public may join the meeting to listen in. No public comment will be allowed at this meeting. To get invited to the zoom meeting or to send a public comment to be read at the meeting, please contact Phil Shirley at [pshirley@oconeesc.com](mailto:pshirley@oconeesc.com)

**I. Call to Order**

**II. Approval of Minutes**

**III. Treasurer's Report**

**IV. New Business**

- **PRT Re-Opening Plan**
- **Tornado relief efforts**
- **Capital Projects Update**
- **Future meeting location**

**V. Action Items**

- **South Carolina Sports Alliance**
- **Museum Docent Program**
- **FY21 Visit Oconee SC Budget**

**VI. Old Business**

**ADJOURNMENT**

FINAL MEETING MINUTES  
OCONEE COUNTY PRT COMMISSION  
March 5, 2020  
Oconee History Museum  
12:00 pm

**Members present were:** Shane Smith, Andrew Conkey, Greg Coutu, Riley Johnson, Kevin Evans, Trey Barnett, & Alex Butterbaugh

**Guests present were:** Frances Rundlett, Anna Chastain, Emily Hitchcock, & Riley Moringstar

**Also present were:** Phil Shirley, PRT Director & Mandy Holbrooks, PRT Secretary

**Call to Order**

**Shane Smith** called the meeting to order at 12:00 pm

**Approval of Minutes**

Motion to accept minutes of February 27, 2020 by Trey Barnett,  
seconded by Shane Smith. Vote was **unanimously** carried.

**Election of Officers**

Since no other nomination was presented Shane Smith, agreed to be  
**Chairperson of the PRT Commission.** Vote was **unanimously** carried.

Since no other nomination was presented Kevin Evans, agreed to be  
**Vice-Chairperson of the PRT Commission.** Vote was **unanimously** carried.

Since no nomination was presented Andrew Conkey, agreed to be  
**Secretary of the PRT Commission** Vote was **unanimously** carried.

**Presentation of Grants**

1. Gateway Arts Council – Gallavent Passport & three juried shows - \$7,500.00
2. Discover Upcountry Carolina Association – advertising - \$10,000.00
3. Issaqueena’s Last Ride – internet advertising - \$3,000.00
4. Lake Hartwell Country – advertising - \$9,500.00
5. Little Cane Creek Farm – advertising SC Sunflower Festival - \$2,400.00
6. Rally in the Valley – internet ads & posters - \$2,000.00
7. South Carolina Apple Festival (59<sup>th</sup> year) – advertising - \$4,000.00
8. Walhalla Performing Arts Center – advertising the 2020-2021 season - \$20,000.00
9. Rock the Ranch – advertising - \$4,500.00
10. City of Seneca – advertising 14<sup>th</sup> Annual Seneca Fest - \$10,090.00
11. The Foothills Farmstead – moving/preservation of grist mill - \$4,360.00

**Vote on Grants**

- Upon a motion by Trey Barnett seconded by Kevin Evans and carried,  
the Committee approved motion to recommend to County Council a grant to **Gateway  
Arts Council** for **\$1,000.00** for **Gallavent passports & three juried shows.**  
Vote was **unanimously** carried.

- Upon a motion by Kevin Evans, seconded by Alex Butterbaugh and carried, the Committee approved motion to recommend to County Council a grant to Discover Upcountry Carolina Association for \$6,500.00 for advertising.  
Vote was unanimously carried.
- Upon a motion by Kevin Evans, seconded by Andrew Conkey and carried, the Committee approved motion to recommend to County Council a grant to Issaqueena's Last Ride for \$1,000.00 for internet advertising.  
Vote was unanimously carried.
- Upon a motion by Greg Coutu, seconded by Kevin Evans and carried, the Committee approved motion to recommend to County Council a grant to Lake Hartwell Country for \$5,500.00 for advertising.  
Vote was unanimously carried.
- Upon a motion by Alex Butterbaugh, seconded by Greg Coutu and carried, the Committee approved motion to recommend to County Council a grant to Little Cane Creek Farm for \$2,000.00 for advertising SC Sunflower Festival.  
Vote was unanimously carried.
- Upon a motion by Riley Johnson, seconded by Alex Butterbaugh and carried, the Committee approved motion to recommend to County Council a grant to Rally in the Valley for \$ 1,500.00 for internet advertising & posters.  
Vote was unanimously carried.
- Upon a motion by Trey Barnett, seconded by Riley Johnson and carried, the Committee approved motion to recommend to County Council a grant to South Carolina Apple Festival for \$4,000.00 for advertising.  
Vote was unanimously carried.
- Upon a motion by Kevin Evans, seconded by Andrew Conkey and carried, the Committee approved motion to recommend to County Council a grant to Walhalla Performing Arts Center for \$8,000.00 for advertising the 2020 - 2021 season.  
Vote was unanimously carried.
- Upon a motion by Alex Butterbaugh, seconded by Trey Barnett and carried, the Committee approved motion to recommend to County Council a grant to Rock the Ranch for \$2,000.00 for advertising.  
Vote was unanimously carried.
- Upon a motion by Kevin Evans, seconded by Alex Butterbaugh and carried, the Committee approved motion to recommend to County Council a grant to City of Seneca for \$6,500.00 for advertising Seneca Fest.  
Vote was unanimously carried. Riley Johnson abstained from voting.

- Upon a motion by Kevin Evans, seconded by Trey Barnett and carried, the Committee approved motion to recommend to County Council a grant to The Foothills Farmstead for \$2,000.00 for moving & preservation of grist mill. Vote was unanimously carried.

Next scheduled meeting of the PRT Commission is May 7, 2020, at 12:00 pm at South Cove County Park.

**Meeting dates :**

May 7, 2020 – South Cove – 12:00

August 20, 2020 – Oconee History Museum – 12:00

August 27, 2020 – Oconee History Museum – 12:00

November 19, 2020 – South Cove – 12:00

Grants for the Fall cycle will be due August 14, 2020, by 3:00 pm.

**Adjourn**

As there was no further business, the meeting was adjourned at \_\_\_\_\_.

Respectfully Submitted:

\_\_\_\_\_  
Phil Shirley  
Director of Parks, Recreation & Tourism



## Treasurer's Report

### Local Accommodations Tax

|   |                     |
|---|---------------------|
| <b><u>Balance-5.4.20</u></b>            | <b>\$444,831.11</b> |
| <br>                                    |                     |
| <b><u>Approved Encumbrances</u></b>     |                     |
| South Cove Speed Humps                  | \$10,000.00         |
| High Falls ADA restroom                 | \$100,000.00        |
| Chau Ram ADA restroom                   | \$100,000.00        |
| Chau Ram Culvert Project                | \$15,000.00         |
| 2020 Interns                            | \$15,000.00         |
| Toyota FLW Fishing Tournament           | \$10,000.00         |
| Spring ATAX Grants                      | \$54,000.00         |
| <b><u>Available Balance 2.27.20</u></b> | <b>\$140,831.11</b> |

\*\*Local ATAX FY19 revenue averaging \$26,735/month

\*\*Local ATAX FY20 revenue averaging \$34,844/month

\*\* 50+ New Customers paying LAT since Host Compliance started

\*\*FY20 Revenue up 42%

### FY20 State ATAX Balance (65% Fund)

|                              |                                  |                |
|------------------------------|----------------------------------|----------------|
|                              | <b>Balance Forward from FY19</b> | \$80,969.14    |
|                              | <b>Expenditure</b>               | <b>Revenue</b> |
| 10/28/2019 Visit Oconee FY19 | \$50,000.00                      | \$30,969.14    |
| 11/1/2019 1st Q Revenue      |                                  | \$74,690.23    |
| 2/10/2020 2nd Q Revenue      |                                  | \$89,612.10    |
| 2/27/2020 Add 2nd Q Revenue  |                                  | \$129,586.87   |
| 5/4/2020 3rd Q Revenue       |                                  | \$159,390.62   |

## **Oconee PRT Park opening plan-Covid-19**

Please use these guidelines in your efforts to provide safe working spaces for our employees, and safe spaces for our visitors to gain entry back into the parks. As we open under circumstances we have never experienced, it is impossible to predict the challenges and issues we will face. This approach is a crawl-walk-run methodology to transition back to full operations. Each park will follow the dates listed below, however each park superintendent is empowered to take these guidelines and improve them for their specific park situation. These dates are subject to change if local or state orders are presented.

- April 21-** All public boat landings open except High Falls County Park.
- May 15-** Open day use areas and High Falls boat ramp with limited hours and 50% capacity. Restrooms will open and be sanitized multiple times daily closing temporarily until dry from sanitizer. Playgrounds will open. They will be sanitized multiple times daily and be closed until dry from sanitizer. Retail and park offices will remain closed. Campgrounds will remain closed.
- May 22** Retail spaces will open with limited capacity and social distance spacing around the counter/register area.
- June 1-** Increase day use capacity to 75% with regular hours; Open campgrounds to existing reservations, No additional reservations accepted until June 15. Building/shelters remain closed.
- June 15-** Increase to full capacity still operating under limited space restrictions and social distancing rules. Building and shelter reservations will resume with users abiding by social distancing measures as much as possible.

**Limited Hours-** will be 7am-8pm May 15-May 31. High Falls should make sure boaters know gate closure time.

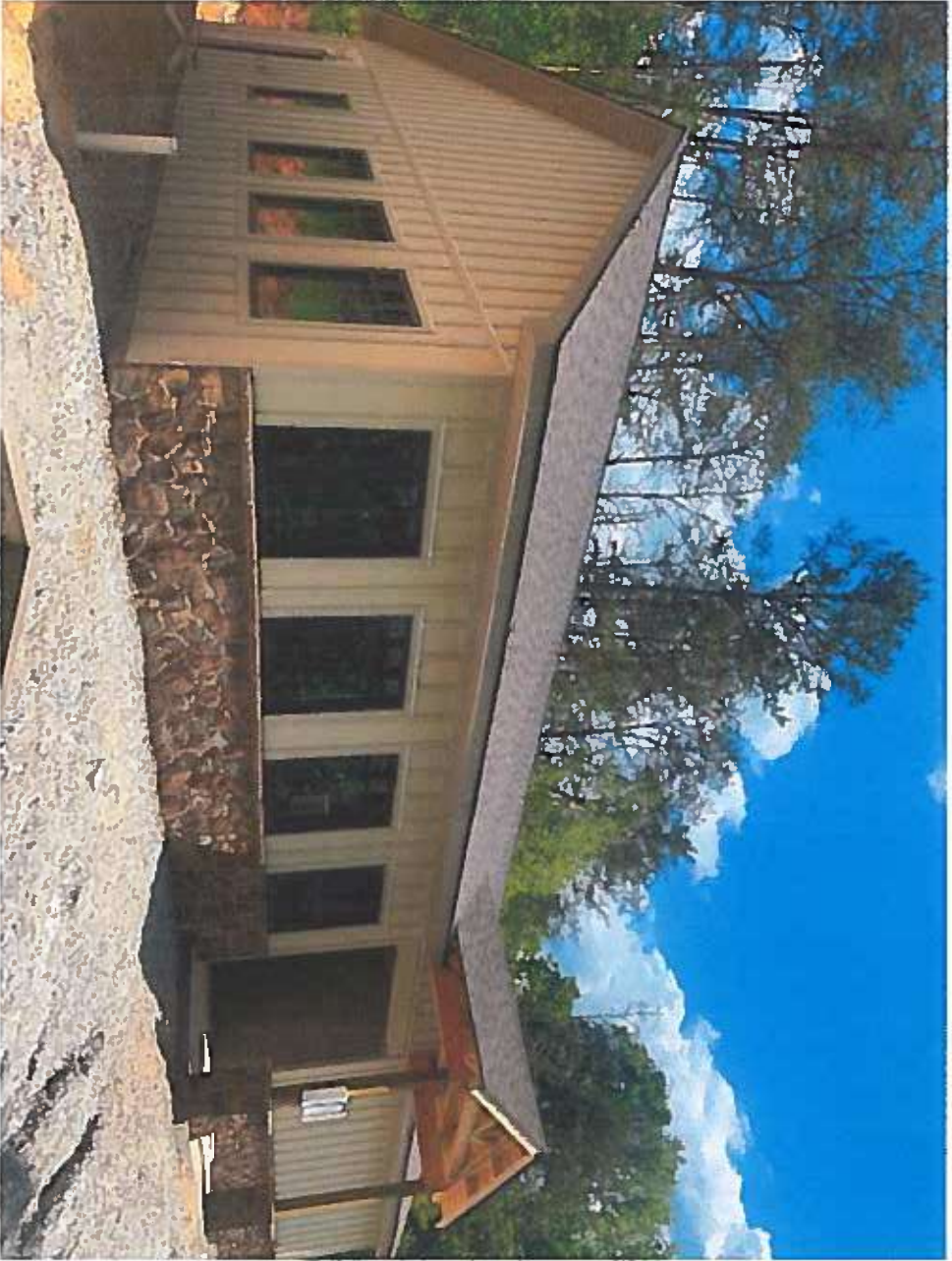
**Day Use Percentages-** phased opening will be a percentage of your marked vehicle spots for day use parking (see below). Day use percentages do not apply to boats/trailer parking.

**Annual passes-**If anyone enters with an expired annual pass from March or April, please allow entry as we will extend all passes through June 30

**Chau Ram vehicle capacity-60**

**High Falls vehicle capacity not including boat/trailer parking- 100**

**South Cove vehicle capacity not including boat/trailer parking-100**



CHAD RAM  
5-5-20



FRONT

HIGH FALLS S.S.20



SHELTER



Docent Program Visitation

| <u>Year</u>  | <u>General Store Museum, Westminster</u> | <u>Museum of the Cherokee In SC</u> | <u>Patriot's Hall Veterans Museum</u> |
|--------------|--|-------------------------------------|---------------------------------------|
| <b>FY 17</b> | 621                                      | 471                                 | 214                                   |
| <b>FY 18</b> | 1007                                     | 1136                                | 482                                   |
| <b>FY19</b>  | 1031                                     | 1420                                | 1543                                  |
| <b>FY20</b>  | 1052-35% Tourist                         | 1538-36% Tourist                    | 978-43% Tourist                       |



---

## **Visit Oconee SC Accomplishments 2019-2020**

### **Accommodations Taxes**

- Local ATAX is up 42% over same period FY19
- State ATAX is up 15% over same period FY19

### **Direct Events**

- Mushroom Clubs Annual Meeting (Oconee State Park)
- Paddle Splash at Lake Jocassee
- Ag & Arts
- FLW & BFL Bass Fishing Tournaments
- Skeeter National Championship Bass Fishing Tournament
- American Bass Anglers Fishing Tournament
- Palmetto High School Adult Bass Fishing Tournament

### **Meetings & Conferences**

- SORBA (Southern Off-Road Bicycle Association)-Mountain Bike Summit
- SC Nature Based Tourism Association
- SC Travel & Tourism Coalition
- Southeast Tourism Society Board Meeting and Conference
- Group Sales Symposium
- SC Governors Conference on Tourism & Travel
- Atlanta Travel & Adventure Show
- SC Sports Alliance

## Marketing

- Palmetto Trail & Stumphouse Mountain Bike Park
- Fall/Winter and Spring Summer Visitors Guide
- Printed Ads
  - Southern Living (Atlanta, Charlotte, Florida)
  - Blue Ridge Outdoors
  - AAA
  - Atlanta Magazine
  - SCPRT Visitors Guide
  - Upcountry SC Visitors Guide
- Ambassadors Plan
- Newsletter increased by over 700 subscribers (6%)
- Search Engine Optimization (SEO) has increased impressions significantly
- Currently generating over 500,000 Impressions and 50,000 Engagements per month
- FaceBook has grown from 17,000 fans to over 50,000 fans
- Twitter, Pinterest and Instagram have all seen significant growth (over 10% collectively)

## Published Articles

- Blue Ridge Country (multiple articles)
- Blue Ridge Outdoors (multiple articles)
- Columbia Metropolitan
- South Carolina Wildlife Magazine
- Atlanta Journal Constitution
- Atlanta Magazine
- Southern Living
- South Carolina Living
- AAA Living
- Southbound
- Garden & Gun