

# UPTOWN

## Making the Connection

**M**ore than 600 municipal officials are expected to be “Making the Connection” during the Municipal Association of South Carolina’s annual Hometown Legislative Action Day (HLAD) on February 28, 2007 at the Marriott Hotel in Columbia.

“Hometown Legislative Action Day is an opportunity for our members to make connections on numerous levels,” explained MASC Executive Director Howard Duvall. From the opening session to the luncheon to an afternoon business roundtable, municipal officials will continue to see the important connection between strong, vibrant cities and a strong, vibrant state.

As the name indicates, HLAD’s primary focus is on legislative issues of local government interest. In the morning, MASC staff will brief attendees on the Association’s major legislative

initiatives and other issues. Officials will see how to “make the connection” between proposed bills and their effects on local governments as a whole – and specifically on their hometowns. “It is essential for our officials to understand how the bills we are monitoring on the state level will affect their individual municipalities,” Duvall said. “We will be providing the information and tools to allow them to do that.”

Visits to the State House and the legislative reception will give attendees the opportunity to connect with their state legislators. “There are two purposes behind these visits,” Duvall added. “First, we hope the municipal officials will use HLAD as an additional opportunity to build on relationships and partnerships with their state legislators. Also, we encourage our attendees to take the time to explain to their legislators how actions

at the State House will directly affect their hometowns.”

Another key part of HLAD is meeting and connecting with other local officials from across the state. The sessions offer an opportunity to learn from others’ experiences and discuss best practices.

HLAD begins with registration at 8 a.m. followed by the opening session at 9 a.m. and concludes with the legislative reception at 5 p.m. Sessions A and B of the Municipal Elected Officials Institute of Government will be held the day before on February 27.

Deadline for pre-registration is February 5. MASC will mail registration information in early January. Registration information will also be available on the MASC Web site ([www.masc.sc](http://www.masc.sc)). The hotel reservation deadline is February 4 to receive the \$129 group rate.

## Training deadline nears

**T**ime is running out to complete the mandatory six-hour planning commission basic training required by state law. Planning officials and staff must complete the training by January 1, 2007. Officials in municipalities with a population of more than 35,000 had to have their training completed by January 1, 2006, and must complete three hours of continuing education by January 1, 2007.

The training is mandatory for members on local government planning commissions, boards of zoning appeals and architectural review, and for staff who directly or indirectly work with planning officials. The consequence for not attending this mandatory training is severe. An appointed official can be removed from office, and a professional employee can be suspended or dismissed.

**DEADLINE** continued on page 9

November 2006

## Inside This Issue

Municipal clerks and finance staff achieve  
page 3

Start planning to update your comprehensive plans  
page 5

Doughnut hole loophole  
page 6

# These are no fair weather friends

Whether it's hurricanes in the summer or ice storms in the winter, municipal employees are the first responders to an emergency. Mindful of this responsibility, many cities are taking extra steps to prepare for disasters before they even occur.

The Town of Mount Pleasant and the City of Greer announced in September a new "automatic aid" agreement to provide each other help in case of disaster.

Under the agreement, either city can request automatic aid with a simple phone call from the Mount Pleasant town administrator or the Greer city administrator. It requires the receiving city to pay for any services within six months.

"It is an excellent opportunity to exhibit good governance and a chance for two municipalities to cut through the red tape that often prevents communities from bringing immediate assistance to their sister cities," Greer Mayor Richard Danner said.

Mount Pleasant and Greer make good partners because they often face different threats, said Greer City Administrator Ed Driggers.

"The nature of our need, we believe, would be very different from Mount Pleasant's," Driggers added. "They deal with hurricanes; we deal with ice storms."

Last year's slow government response to Hurricane Katrina on the Gulf Coast led Mount Pleasant officials to consider other ways to receive assistance outside traditional channels, said Mac Burdette, Town of Mount Pleasant administrator.

"The federal and state systems failed to provide immediate assistance," Burdette said. "We know that in five or six days,

the federal and state governments would start getting their act together and aid would arrive. But we need people in the first 48 hours."

Also the agreement will help with the dissemination of information so critical in times of crisis, Burdette added. The

assisting city can post valuable updates on its Web site about current conditions, safe return information and the status of utility services,

he said. The affected city would likely be dealing with power outages and unable to offer this information on its own.

With the agreement, the two municipalities can be pro-active and ensure the aid process is put on the fast track in emergencies, Burdette said.

"The bottom line is we're going to provide a much-expedited delivery of resources," Driggers added.

The City of Beaufort established an informal partnership with Leesburg, Florida, and Long Beach, Mississippi. "A network of a half-dozen or so small cities is potentially a very beneficial thing to all these cities," said Beaufort Mayor Bill Rauch. "I thought we ought to form a loose-knit organization."

SC's municipal electric utilities have a similar aid agreement. These 21 utilities belong to the South Carolina Association of Municipal Power Systems, which was formed to share aid such as crews or equipment during times of disaster. While this association has grown to

provide various other services, mutual aid remains its core function.

The Federal Emergency Management Agency encourages cities to have written mutual aid agreements in case of fires, emergencies or other major disasters. FEMA will honor the reimbursement provisions in these agreements, according to the agency's Web site.

Whatever agreements cities put in place, good planning is the key to responding quickly to a disaster, said MASC Executive Director Howard Duvall.

"The more a city can do to prepare for any type of disaster, the quicker it can recover," he added. "It may be a major hurricane, an ice storm or just a power failure that takes out your computer system, but pre-planning will make recovering easier on both your staff and citizens."

**"The bottom line is we're going to provide a much-expedited delivery of resources."**

**– Greer City Administrator Ed Driggers**



## Municipal clerks and finance staff achieve

In September, 11 individuals graduated from the Municipal Clerks and Treasurers Institute (MCTI), a three-year program designed to provide municipal clerks and treasurers with the skills critical to their profession. The fall 2006 graduates are Mary Adger, clerk for the City of Manning; Vivian Case, clerk/treasurer for the Town of Ridgeway; Terri Crosby, clerk/clerk of court for the Town of Cottageville; Judy Edwards, clerk for the Town of Batesburg-Leesville; Maxine Fogle, finance clerk for the Town of Edisto Beach; Becky Hildebrand, clerk for the Town of Lexington; Johnna Hodge, administrative clerk for the City of Chester; Connie Littlejohn, clerk/clerk to council for the City of Spartanburg; Betsy Mosteller, clerk for the Town of Hilton Head Island; Ruth Padgett, assistant clerk/treasurer for the Town of Edgefield; and Inell Waring, administrative assistant for the Town of Blackville.

To receive their certificates, graduates attended more than 100 class hours on topics such as financial management, overview of government, public administration, conducting meetings and the role of the municipal clerk.



The fall 2006 graduates are (in alphabetical order) Mary Adger, clerk for the City of Manning; Vivian Case, clerk/treasurer for the Town of Ridgeway; Terri Crosby, clerk/clerk of court for the Town of Cottageville; Judy Edwards, clerk for the Town of Batesburg-Leesville; Maxine Fogle, finance clerk for the Town of Edisto Beach; Becky Hildebrand, clerk for the Town of Lexington; Johnna Hodge, administrative clerk for the City of Chester; Connie Littlejohn, clerk/clerk to council for the City of Spartanburg; Betsy Mosteller, clerk for the Town of Hilton Head Island; Ruth Padgett, assistant clerk/treasurer for the Town of Edgefield; and Inell Waring, administrative assistant for the Town of Blackville. (Note: not all listed are pictured.)

Completion of MCTI satisfies the education requirements for certification from the International Institute of Municipal Clerks (IIMC) and the Association of Public Treasurers.

Before receiving accreditation from IIMC, candidates must complete a final

requirement: the capstone project. Four municipal employees completed their capstone projects in September: Vivian Case, clerk/treasurer for the Town of Ridgeway; Terri Crosby, clerk/clerk of court for the Town of Cottageville; Becky Hildebrand, clerk for the Town of Lexington; and Betsy Mosteller, clerk for the Town of Hilton Head Island.

During the fall Institute, Sue Woods, clerk for the Town of Liberty, received a three-year scholarship to attend MCTI. The scholarship is sponsored by the Municipal Finance Officers, Clerks and Treasurers Association (MFOCTA) and is underwritten by SCANA Corporation.

MCTI is sponsored by MASC, MFOCTA and the Center for Governmental Services at the University of South Carolina's Institute of Public Service and Policy Research.



Four municipal employees completed their capstone project in September: from left, Becky Hildebrand, clerk for the Town of Lexington; Betsy Mosteller, clerk for the Town of Hilton Head Island; Terri Crosby, clerk/clerk of court for the Town of Cottageville; and Vivian Case, clerk/treasurer for the Town of Ridgeway.

## Too good to be true?

**I**f it sounds too good to be true, it probably is." This old saying certainly applies to local ordinances designed to escape state assessment on court fines and save citizens from points assessed for driving violations. Several municipalities are finding out the hard way those local ordinances on "Careless Operation of a Motor Vehicle" may be more costly than they are worth.

In 1992, the Legislature allowed municipalities to issue an ordinance summons for municipal ordinance violations. This allowed the city to issue a ticket instead of making an arrest. As state assessments on local fines increased in the 1990s, many towns enacted local ordinances for "Careless Operation of a Motor Vehicle." Often, officers gave violators an option between the state ticket or local violation written on the ordinance summons. The higher local violation fine offset the state's fine because no points were assessed to the driver and sent to the Department of Motor Vehicles.

**The law does not authorize using ordinance summons for motor vehicle violations. In fact, state law specifically prohibits using them. Any municipality using an ordinance summons for these violations is subject to state audit and liable for any state assessments not collected and remitted to the state treasurer.**

SC Code Section 56-7-80(B), which authorizes the use of the ordinance summons, states, "No county or municipal ordinance which regulates the use of motor vehicles on the public roads of this State may be enforced using an ordinance summons." SC Code Section 56-7-10 states, "There will be a uniform traffic ticket used by all law enforcement officers in arrest for traffic offenses ..."

The state attorney general has issued several opinions stating local ordinances pertaining to traffic or motor vehicle offenses, such as careless operation of a vehicle, must be cited on a uniform traffic ticket. (2003 WL 22682947 (SCAG))

The bottom line is that officers must use the uniform traffic ticket for any violation of state or local laws involving traffic or motor vehicle offenses. The state assessment applies to all court fines, including those for violations written on a local ordinance summons. The municipality must forward the uniform traffic tickets to the Department of Motor Vehicles, which will apply the appropriate driver points.

"If your municipality is using local ordinances for traffic or motor vehicle offenses," cautioned Howard Duvall, MASC executive director, "you may be better off citing the state offense. Some deals may be too good to be true."



### Classifieds

■ The City of Asheville, NC, is accepting applications for the position of parks and recreation director. Submit an application and resume to City of Asheville, Human Resources Department, PO Box 7148, Asheville, NC 28802-7148, fax 828.259.5479 or e-mail [rnix@ashevillenc.gov](mailto:rnix@ashevillenc.gov). Applications are available online at [www.ashevillenc.gov](http://www.ashevillenc.gov).

■ The City of Greenville is accepting applications for the position of assistant director of office management and budget. Mail resume to Ruby D. Moore, City of Greenville, PO Box 2207, Greenville, SC 29601 or e-mail to [moorer@greatergreenville.com](mailto:moorer@greatergreenville.com).

■ The City of Greenville is accepting resumes for the position of director of human resources. Send resume and cover letter to Human Resource Department, City of Greenville, PO Box 2207, Greenville, SC 29602-2207 or e-mail them to [moorer@greatergreenville.com](mailto:moorer@greatergreenville.com).

■ The City of Hartsville is accepting applications for the position of assistant public works director. Send resume to HR Director, City of Hartsville, PO Drawer 2497, Hartsville, SC 29551. For more information, visit [www.hartsvillesc.com](http://www.hartsvillesc.com).

■ The City of North Augusta is accepting applications for the position of city administrator. Submit cover letter, resume and salary history to City of North Augusta, Attn: Diana Miller, Manager of Human Resources, PO Box 6400, North Augusta, SC 29861-6400. Application deadline is November 28, 2006.

■ The Town of Bluffton is accepting applications for the position of stormwater/best management practices (BMP) plan reviewer. Mail resume to Town Clerk, PO Box 386, Bluffton, SC 29910, Attn: Stormwater/Best Management Practices (BMP) Plan Reviewer position, fax 843.706.4510 or e-mail [townclerk@townofbluffton.com](mailto:townclerk@townofbluffton.com).

# Start working on updating your comprehensive plans

Cities and towns need to begin updating their comprehensive plans. “The state passed new comprehensive planning legislation in 1999, consolidating all comprehensive planning laws,” said Howard Duvall, MASC executive director. The new law stipulated every municipality must review its comprehensive plan every five years and completely update it every 10 years – or its zoning laws are no longer enforceable.

“Without a valid comprehensive plan, you can’t have zoning in your municipality,” Duvall said. “If you don’t follow the law and don’t update your plan at the 10-year anniversary, you may be challenged in court.

“There are changing elements, such as the environment and transportation, so

you should update the statistics on which you based your plan,” he added. “Or a municipality may have changed its strategic plan and should update its comprehensive plan to reflect that.”

The legislation also requires every municipality establish a planning commission to review and eventually update the comprehensive plan, Duvall said.

“The planning commission should first look at the existing plan, then form advisory committees to study the plan and its elements,” he added. “Citizens can help you review the plan and see if it still meets the wishes of your community.”

Once the planning commission recommends the updated comprehensive plan, council must adopt it by ordinance.

Additionally, recent changes in state law require any municipal staff and planning officials involved in updating the comprehensive plan to take six hours of training. (See the related article on page 1.)

*To view Title 6, Chapter 29 of the SC Code of Laws, which is the Local Government Comprehensive Planning Enabling Act of 1994, go to the MASC Web site ([www.masc.sc](http://www.masc.sc)), choose “Links,” then “Federal/State Legislative,” then “SC Code of Laws.”*

*For a PDF version of the Comprehensive Planning Guide on the MASC Web site, choose “Research/Resources,” then “Publications.”*

## Reappraisal services offered to help cities manage increasing insurance rates

Last year’s active hurricane season with \$58 billion in claims has property insurance companies scrambling. They are increasing their rates, or in some cases, not offering coverage at all. The Insurance Information Institute predicts rates will rise between 20 percent and 100 percent over the next year in 18 states, from southern Texas to the tip of northern Maine. The rest of the country is expected to see a 4 percent rate increase.

One way municipalities can help manage their property insurance rates is to have a current property appraisal. “Periodically conducting these appraisals increases an insurer’s comfort level in providing you with coverage,” said Jeff Thompson, assistant director of the Municipal Association of South Carolina’s Risk Management Services. “They better

know what they’re insuring, and the property is insured to its proper value.”

The SC Municipal Insurance and Risk Financing Fund (SCMIRF) board of trustees recently approved expanding its Property Appraisal Pilot Program to all SCMIRF members. In 2005, American Appraisal Associates (AAA) conducted a pilot property reappraisal project for nine SCMIRF members. The project’s purpose was to determine if SCMIRF needed to undergo a systematic reappraisal of all its membership. It has been several years since many members received an on-site appraisal.

Starting in 2006 with the 11 SCMIRF charter members (members since 1990), all members will receive a reappraisal over a four-year period.

This reappraisal process will give SCMIRF members the unique opportunity to get an updated, detailed

appraisal of all their buildings, contents and other structures at no cost to the member. Members also have the opportunity to purchase additional appraisal services while the appraiser is on-site for historical valuations of properties and GASB 34 compliance.

“This is just one example of the additional services provided to RMS members,” said Harvey Mathias, Risk Management Services director. “This service would typically cost between \$5,000 and \$25,000 depending on the size of the city, but SCMIRF is offering this as a membership benefit.”

*For additional information regarding the SCMIRF appraisal program, contact Jeff Thompson at [jthompson@masc.sc](mailto:jthompson@masc.sc) or 803.933.1216.*

# Doughnut hole loophole

A few years ago, large trees would greet Mary Beth Freeman as she pulled into her Cheraw neighborhood. These days, those trees are overshadowed by an even larger cell phone tower.

The cell tower was placed in a residential area because of a loophole in annexation laws known as enclaves, or “doughnut holes.”

“I don’t think it’s right; I don’t think it’s fair,” said Freeman, a former state representative.

Enclaves occur when a piece of property in an unincorporated part of the county is surrounded by property located within a municipality. The enclave looks similar to a doughnut hole on a map.

South Carolina municipalities have a difficult time annexing enclaves. The Municipal Association of South Carolina has pushed the General Assembly to update annexation laws for some 60 years, said Gary Cannon, MASC director of Intergovernmental Relations. “We probably have some of the most difficult annexation laws in the country,” he added.

Under South Carolina’s annexation laws, there are three ways for residents to come into a city: An individual can petition for annexation if the land touches a city boundary, 75 percent of land owners in an area with 75 percent of assessed value can petition, or 25 percent of the electors in a designated area can petition for council to hold a special election. If council approves the request, 50 percent plus one of the electors must approve the annexation.

For the last few years, Cannon said, MASC has supported legislative changes allowing municipalities to

annex areas by ordinance if certain conditions are met: The area to be annexed is less than 50 acres; it contains less than 25 registered voters; it must have been completely surrounded (or have been an enclave) for three years.

Better annexation laws are essential for the orderly growth of cities and towns, said MASC Executive Director Howard Duvall.

**“Our (doughnut) holes constantly delay police services because dispatchers don’t know who to call – the city police or the county sheriff.”**

**– Woodruff City Manager Scott Slatton**

“The ability to easily annex areas completely surrounded by the city will make providing government services such as police and fire protection more efficient,” Duvall added.

Too often, there are service inequities in these enclaves, Cannon said. Many residents in enclaves must rely on law enforcement protection from the sheriff and fire protection from a fire district, he added. It can sometimes take these officers 25 to 30 minutes to respond when city personnel are just a few blocks away.

“Our holes constantly delay police services because dispatchers don’t know who to call – the city police or the county sheriff. Or once one or the other arrives, they must make a call for the other agency,” said Scott Slatton, city manager for the City of Woodruff.

Enclave residents cannot receive city services like trash pickup and may pay higher rates for water or sewer service, Cannon said.

Then there’s the problem of enclave residents taking advantage of city services without paying for them. City of Lancaster Administrator Steve Willis said some people will drag items across the street onto city property to avoid hauling them to the county convenience center. Others will simply dump waste in the city streets rather than hauling it away, he added.

“Unless we catch them in the act, it is virtually impossible to prove who dumped the item,” he said.

The enclave issue probably affects 50 to 60 percent of municipalities in the state, but lawmakers have been reluctant to make changes. Many legislators represent constituents who live in unincorporated areas, and they worry that changes would result in increased taxes, Cannon said. They don’t see the benefits of improved services and increased response time for emergency workers, he said.

Those who resist changes also need to remember the city has no control over the enclaves in terms of land use or regulations, Cannon said. “Anything could be going on that could be detrimental to the city.”

It’s a problem that’s all too familiar for Freeman. She worries about how the enclave could affect other property she owns near the cell tower.

“If we ever wanted to develop, to sell lots, it would be a detriment to us,” she said. “Anything could go up there that the county allows.”

## 'Tis the season

By Jeff Thompson, Assistant Director of Risk Management Services, MASc

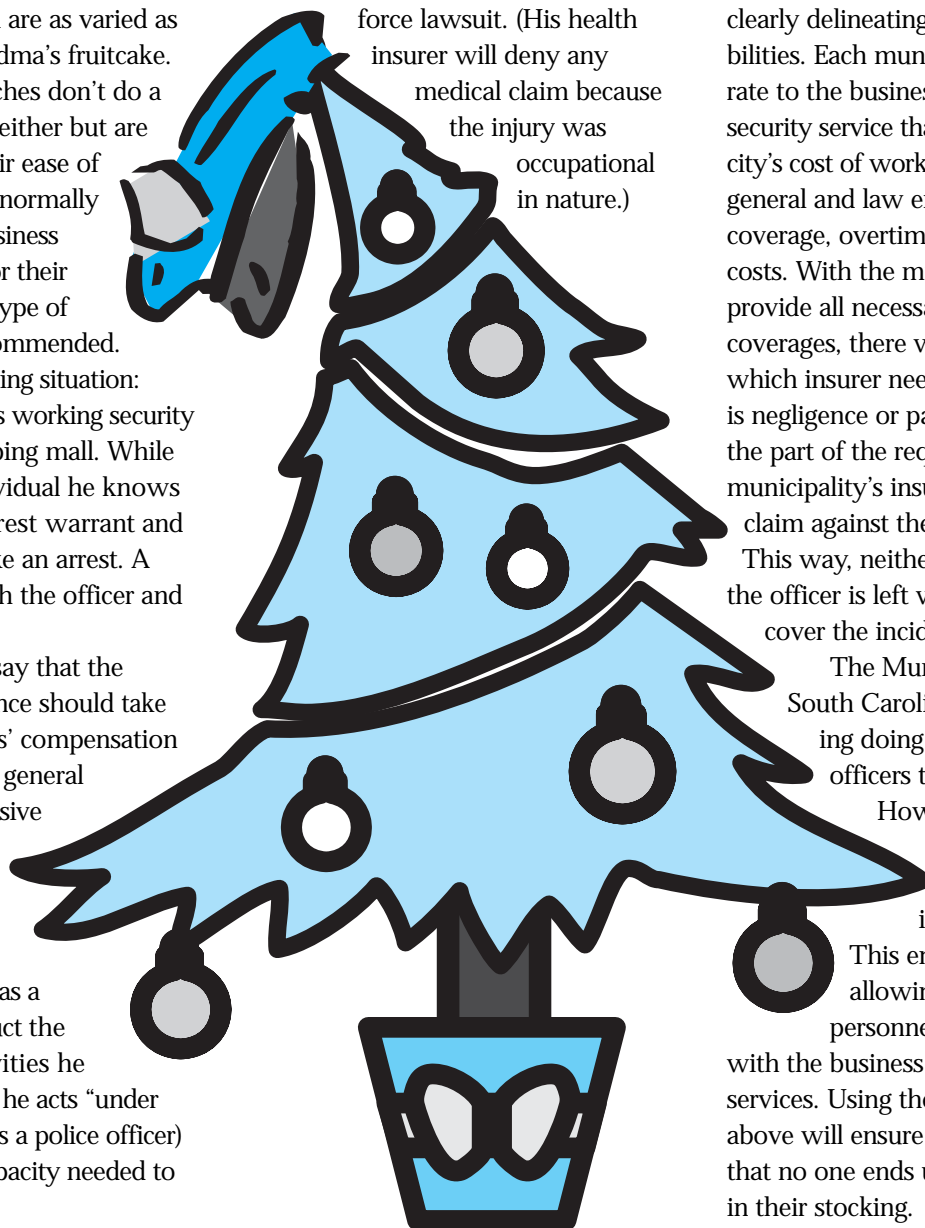
There are sights we see during the holiday season that only surface between Thanksgiving and New Year's: Santa, snowmen with corncob pipes, packed shopping malls and more food than any of us need. Add this to the list of holiday sightings: Local businesses having municipalities provide off-duty police personnel for security.

"Moonlighting," as it is termed, has been around for years, but the approaches to protecting the municipality and law enforcement personnel are as varied as the ingredients in grandma's fruitcake. Many of these approaches don't do a good job at protecting either but are popular because of their ease of administration, which normally consists of the local business paying the cops cash for their security services. This type of arrangement is not recommended.

Consider the following situation: A "moonlighting" cop is working security detail at the local shopping mall. While there, he spots an individual he knows has an outstanding arrest warrant and moves in to try to make an arrest. A scuffle ensues, and both the officer and suspect are injured.

While it is easy to say that the shopping mall's insurance should take care of both the workers' compensation claim and the suspect's general liability claim for excessive use of force, it isn't that easy. Because the officer is working security, he will never have the legal capacity as a security guard to conduct the law enforcement activities he undertook. It is only as he acts "under the color of law" (i.e., as a police officer) that he has the legal capacity needed to make an arrest.

The question now becomes, "Who pays?" Suffice it to say this is an intricate legal question that is beyond the scope of this article, but you can rest assured the municipality (and the municipality's insurer) where he is employed as a sworn law enforcement officer will be pulled into the scenario. This could leave your officer in a "pinch point" between insurance companies as to whom will pay his medical claim and who will defend him in an excessive force lawsuit. (His health insurer will deny any medical claim because the injury was occupational in nature.)



Instead of leaving officers in such a pinch, municipalities should develop strict moonlighting policies administered by the police chief. All aspects of the moonlighting arrangement should flow through the police chief, including payments. (Payments for moonlighting services, including the cost of overtime, can then be included in the moonlighting officer's paycheck from the municipality.)

The municipality needs to require the requesting business sign a contract clearly delineating each party's responsibilities. Each municipality can charge a rate to the business requesting the security service that encompasses the city's cost of workers' compensation, general and law enforcement liability coverage, overtime costs and other costs. With the municipality agreeing to provide all necessary insurance coverages, there will be no question which insurer needs to respond. If there is negligence or partial culpability on the part of the requesting business, the municipality's insurer can pursue a claim against the company's insurer. This way, neither the municipality nor the officer is left wondering who will cover the incident.

The Municipal Association of South Carolina is not recommending doing away with allowing officers to moonlight.

However, municipal officials need to ensure all parties involved are protected. This entails more than just allowing law enforcement personnel to contract directly with the business needing the security services. Using the approach described above will ensure all are protected and that no one ends up with a lump of coal in their stocking.

# Road Shows put tools in local tool boxes

The eight regional *Hometown, SC* Road Show training sessions in September and October were a big success, drawing more than 250 municipal officials around the state representing 100 cities and towns.

When the Municipal Association rolled out the *Hometown, SC* initiative at the Annual Meeting in July, participants got a broad overview of this long-range initiative. The regional Road Shows brought municipal officials together in smaller groups to learn more about how to localize the initiative for their own communities.

The idea behind *Hometown, SC* is to raise hometown voices to a new level of influence. This will happen over a period of time by using the common messages of “Value, Partnerships, Resources” to build and nurture relationships to increase the level of awareness of the value of cities and towns to the state’s economic prosperity.

“This is a relationship-building initiative,” said Doug Echols, mayor of Rock Hill and MASC president. “We are focused on building coalitions and networks with key influencers to help us increase awareness of the value of cities.”

Echols described key influencers as those local citizens who are known as the “go to” people in their communities. “You know best who your key influencers are,” he said. “A key influencer can be the president of a bank or college, the local barber or a retired teacher. They are the people who get things done in your city or town.”

The first step in this long-range and sustainable initiative is to get local key influencers involved in a new way with their cities and towns. Road Show participants got ideas about engaging local key influencers in a collaborative dialogue and encouraging them to have an increased sense of ownership in the future direction of their hometowns.

## Hometown, SC Road Show Statistics

|  |                    |
|--|--------------------|
| Road Show locations .....                              | 8                  |
| Attendees .....  | 263                |
| Cities represented .....                               | 100                |
| Mayors in attendance .....                             | 55                 |
| Managers/administrators/assistants in attendance ..... | 50                 |
| Councilmembers in attendance .....                     | 110                |
| Largest delegation Florence with .....                 | 11                 |
| Largest event.....                                     | Greenville with 42 |
| Mayors submitting                                      |                    |
| “key influencers” form.....                            | 40                 |

Everyone attending the Road Shows received a toolkit with guidelines, sample letters and discussion ideas to hold local sessions to start this engagement process. The toolkit also contained tips on using *Hometown, SC* messages daily and working with the news media.

“The toolkit exceeded my expectations,” said Susan Schneider, director of strategic marketing for the City of Spartanburg. “It’s truly a turnkey package with sample letters, agendas, FAQ sheets. They thought of everything to get us started on bringing the *Hometown, SC* initiative to the grassroots level.”

One key to the success of *Hometown, SC* is establishing some common themes municipal officials in all 269 cities and towns can use to weave “Value, Partnerships, Resources” into their local messages. Starting in January, MASC will provide monthly editorial calendar packets to give every city and

## Value

***Strong cities and towns are essential to jobs, prosperity and quality of life for all South Carolinians.***

## Partnerships

***South Carolinians reach their full potential when all levels of government, business, education, the arts and community organizations work together.***

## Resources

***Different conditions around the state require cities and towns to have flexible resources and authority to meet citizen needs.***

TOOLBOX continued on page 9

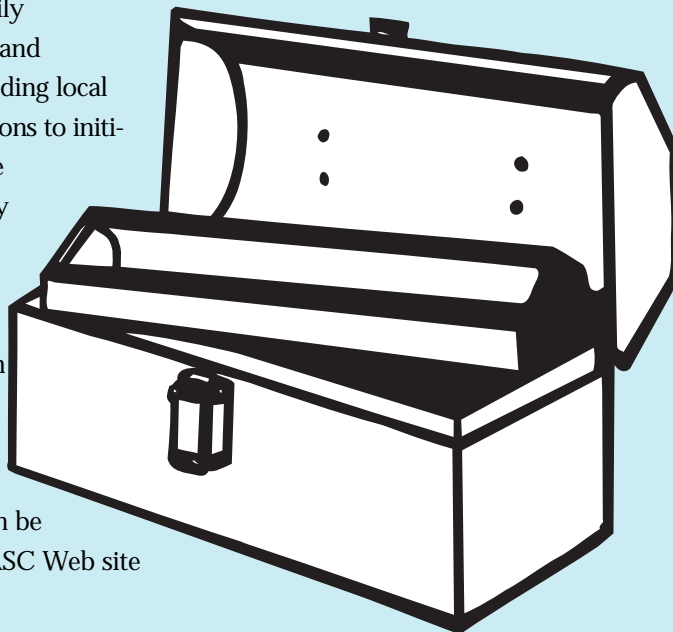


## Toolbox continued from page 8

town, turnkey press releases, newspaper columns, event ideas and other resources. This will give municipal leaders the information to highlight the same value messages at the same time. Look for the January packet in the mail in late November.

Other *Hometown, SC* resources in the toolkit included tips for working with the local media, ideas for weaving *Hometown, SC* messages into daily communications and guidelines for holding local engagement sessions to initiate a collaborative dialogue with key influencers.

The toolkit contents and other information for municipal officials about localizing *Hometown, SC* can be found on the MASC Web site



through the *Hometown, SC* link. An external Web site targeted to key influencers and policy makers launched November 1 at [www.hometownsc.org](http://www.hometownsc.org). This site includes policy briefs and other information to help communicate the messages of "Value, Partnerships, Resources."

## News Briefs



■ Andrea McDonald, deputy clerk/administrative assistant for the City of Hartsville, earned her Certified Municipal Clerk (CMC) designation by meeting the educational, experience and service requirements of the International Institute of Municipal Clerks.

■ Warren Harley and Casey Fields have joined the staff of the Municipal Association of South Carolina. Harley, former assistant administrator for Orangeburg, works in the intergovernmental relations area, providing technical support and legislative guidance. Fields, former advocacy and outreach director for the SC Campaign to Prevent Teen Pregnancy, works in the communications department and focuses on *Hometown, SC* initiatives and media relations.

■ The Association of Public Treasurers of the United States and Canada (APT US&C) elected Tumiko Rucker to its board of directors during its annual conference, held in Memphis, Tennessee. Rucker is administrator for the Town of Kiawah Island. She also earned her Certified Public Finance Administrator (CPFA) credential at the national conference.

## Deadline continued from cover

The Municipal Association of South Carolina, the SC Chapter of the American Planning Association (SCAPA) and the SC Association of Regional Councils (SCARC) worked together to develop a six-hour curriculum provided in one-hour segments on DVD. To arrange a training session in your city or town, contact a certified facilitator. (The list is available online at

[www.masc.sc/education/PlanningandZoning.htm](http://www.masc.sc/education/PlanningandZoning.htm)) Officials cannot watch the DVD on their own and receive credit.

Also MASC, SCAPA and SCARC have developed a three-hour DVD to fulfill the law's continuing education requirement. As with the basic training session, an approved facilitator must moderate the continuing education session. "The DVD was produced in an

entertaining and interactive way conducive for participants to learn and retain important lessons in the curriculum," said Michelle James, MASC director of Education and Training.

The training sessions are monitored by the South Carolina Planning Education Advisory Board Committee as directed by state law.

# An insider's look at a day in the life at the State House

Whether it's chasing lawmakers through the State House halls or popping his head into their offices early in the morning, Gary Cannon knows he must work fast during the legislative session.

"We usually have two-minute conversations," said Cannon, lobbyist for the Municipal Association of South Carolina. "I have to explain our position in two minutes or less."

As MASC's director of Intergovernmental Relations, Cannon is responsible for tracking legislation that affects South Carolina's cities and towns. Last session, there were more than 300 pieces of legislation that with a potential impact on municipalities, Cannon said. Of these, the Association actively monitored about 50, he added.

Cannon and four contract lobbyists spend their days reviewing bills that have been introduced. They dash to and from various committee and subcommittee meetings, monitoring action taken on bills. Cannon and Howard Duvall, MASC's executive director, are frequent participants in legislative hearings on issues affecting local governments.

Cannon familiarizes himself with the lawmakers on the committees and keeps in close contact with local officials represented by those state lawmakers.

While an important part of the job is developing and maintaining relationships with legislators, their

staff and local leaders, a more important role is working to strengthen the relationships between the cities and state leaders.

"We ask mayors and councilmembers to stay in contact with their representatives, even when there's

not a front burner issue under consideration in the legislature," Cannon said. "Local officials have more influence over legislators as their constituents than I do."

**INSIDER'S LOOK** continued on page 11



**Hometown Connection**

City Hall State House

## Hometown Connection calendar

Municipal officials should come to the MASC office at 1411 Gervais Street in Columbia at 10:30 a.m. on their county's designated date.

|   |   |
|---|---|
| <p><b>January 30</b></p> <p>Cities in Abbeville, Chesterfield, Clarendon, Darlington, Edgefield, Greenwood, Kershaw, Laurens, Lee, Marlboro, McCormick, Newberry, Saluda, Sumter and Union counties</p> | <p><b>April 24</b></p> <p>Cities in Anderson, Cherokee, Chester, Fairfield, Greenville, Lancaster, Oconee, Pickens, Spartanburg and York counties</p> |
| <p><b>February 28</b></p> <p>All municipalities for MASC's Hometown Legislative Action Day</p>  | <p><b>May 29</b></p> <p>Cities in Aiken, Allendale, Bamberg, Barnwell, Calhoun, Lexington, Orangeburg and Richland counties</p>                       |
| <p><b>March 27</b></p> <p>Cities in Beaufort, Berkeley, Charleston, Colleton, Dorchester, Dillon, Florence, Georgetown, Hampton, Horry, Jasper, Marion and Williamsburg counties</p>                    |   |

## Insider's look continued from page 10

City leaders are encouraged to establish and maintain relationships with their state lawmakers at home by inviting them to events or council meetings, Cannon added.

Part of the work of cultivating these hometown relationships is done through the Hometown Connection program offered by MASC during the legislative session. (See the 2007 Hometown Connection calendar on page 10.) Each month during the legislative session, groups of municipal officials are invited to Columbia to be briefed on legislative issues and meet their officials at the State House.

Each week during the session, Cannon writes a legislative report for MASC members and affiliates, detailing what bills have been taken up and what's on the horizon.

When there's a piece of legislation that critically affects cities, Cannon e-mails and faxes a legislative alert that includes details of the bill and

talking points. Cannon said this alert is used sparingly – when he needs to rally the troops around an important bill. In the past, it's been used for the hot-button issues of billboards and eminent domain.

It's critical for local governments to participate in the workings of state government, Cannon said.

"Decisions are made by the General Assembly that affect municipalities' ability to provide services to constituents," he added.

There are 269 municipalities in the state, and they're all diverse, Cannon said. "What may be good for Folly Beach may not be good for Pickens."

Therefore, it's important the General Assembly not get too involved in making the decisions about services provided by local governments, he said.

"We're the pistons of the economic engine. Cities were formed as the centers of commerce," Cannon added.

"If we don't have healthy cities, we don't have a healthy state. We need the General Assembly to give us the tools to continue to be healthy."

**Note:** MASC will no longer use the legislative listserve to distribute its legislative reports and alerts. "We will use our new association management software this year," explained Duvall. If you did not receive the 2006 legislative reports via e-mail but would like to, visit the "Featured Links" section of [www.masc.sc](http://www.masc.sc) and complete the contact form.

### Update forms due November 20

In early November, the Municipal Association of South Carolina mailed municipal and official update forms to each municipality. It is critical for MASC to have accurate, up-to-date and complete information in its database. Gathering e-mail addresses is particularly important, as e-mail is an efficient way to communicate. MASC is using e-mail more and more to send out important information on everything from legislative issues to meeting announcements to other types of alerts.

The deadline to return this information is November 20. If your municipality did not receive its form or you have questions, e-mail Sophia Johnson at [sjohnson@masc.sc](mailto:sjohnson@masc.sc) or call 803.933.1236.

### Editor's note: GASB 45

The September/October 2006 issue of *Uptown* had incorrect dates for GASB 45 compliance. Below are the correct dates. We apologize for the error.

| Effective dates  | Phase 1                    | Phase 2                              | Phase 3                    |
|--|----------------------------|--------------------------------------|----------------------------|
| For first fiscal year ending after 6/15/1999:            | Revenue Over \$100 Million | Revenue \$10 Million - \$100 Million | Revenue Under \$10 Million |
| Statement 45 effective for fiscal years beginning after: | 12/15/2006                 | 12/15/2007                           | 12/15/2008                 |



## Educational Opportunities

### Hometown Connection

■ **January 30**, municipal officials from Abbeville, Chesterfield, Clarendon, Darlington, Edgefield, Greenwood, Kershaw, Laurens, Lee, Marlboro, McCormick, Newberry, Saluda, Sumter and Union counties visit with their state legislators. Officials will meet at MASC's office at 1411 Gervais Street in Columbia at 10:30 a.m.

### Municipal Elected Officials Institute of Government

■ **February 27**, will hold Sessions A and B at the Columbia Marriott.

### MASC

■ **February 28**, will hold its Hometown Legislative Action Day at the Columbia Marriott. (See related article on page 1.)

### SC Utility Billing Association

■ **March 21-23**, will hold its Annual Meeting at the Marriott Resort at Grand Dunes in Myrtle Beach.

### Municipal Elected Officials Institute of Government

■ **March 22**, will present "Basic Budgeting for Municipal Officials." The session will be broadcast via satellite to the 10 regional councils of government.

### Hometown Connection

■ **March 27**, municipal officials from Beaufort, Berkeley, Charleston, Colleton, Dorchester, Dillon, Florence, Georgetown, Hampton, Horry, Jasper, Marion and Williamsburg counties visit with their state legislators. Officials will meet at MASC's office at 1411 Gervais Street in Columbia at 10:30 a.m.

### Hometown Connection

■ **April 24**, municipal officials from Anderson, Cherokee, Chester, Fairfield, Greenville, Lancaster, Oconee, Pickens, Spartanburg and York counties visit with their state legislators. Officials should meet at MASC's office at 1411 Gervais Street in Columbia at 10:30 a.m.

### Municipal Elected Officials Institute of Government

■ **May 3**, will present "You've Been Elected - Now What?" and "Freedom of Information Act." The session will be broadcast via satellite to the 10 regional councils of government.

### Hometown Connection

■ **May 29**, municipal officials from Aiken, Allendale, Bamberg, Barnwell, Calhoun, Lexington, Orangeburg and Richland counties visit with their state legislators. Officials will meet at MASC's office at 1411 Gervais Street in Columbia at 10:30 a.m.

For more information about these meetings or other MASC meetings not listed, please call 803.799.9574, or visit our Web site at [www.masc.sc](http://www.masc.sc).



1411 Gervais Street ■ P.O. Box 12109  
Columbia, South Carolina 29211  
Tel: 803.799.9574 ■ Fax: 803.933.1299  
[www.masc.sc](http://www.masc.sc)

Prsrt Std  
U.S. Postage  
**PAID**  
Municipal  
Association of  
South Carolina

President: Mayor Doug Echols, Rock Hill  
Executive Director: Howard E. Duvall Jr.  
Managing Editor: Reba H. Campbell  
Editor: Mary M. Brantner, APR  
Associate Editor: Christie M. Zeller