

UPTOWN

Longtime Charleston mayor shares why cities exist: for the people

Delegates at MASC's 62nd Annual Meeting in July were reinvigorated by Charleston Mayor Joe Riley's impassioned keynote speech about his City's many accomplishments. This speech echoed the meeting's theme that quality cities and towns are built by choice, not by chance.

"By choice, we can make sure everything built in our towns and cities is beautiful," Riley said. "It doesn't have to be anything else."

After sharing his vision for Charleston with attendees, Mayor Riley stressed the importance of having a vision for their cities. He encouraged the officials to find their own vision for

their municipalities and to be persistent to make it happen.

"People get enough violence and enough trouble," Riley explained. "They want beauty and will support leaders who offer that."

Riley has used his vision to make Charleston a better place for both residents and visitors. During his address, he sent out a strong message: All municipalities have the same potential to create a vision. Every municipality has its own unique set of assets to build on to create a vision for the future.

To create beautiful spaces and build quality municipalities, Riley believes a

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Meeting draws statewide candidates

Annual Meeting attendees had an opportunity to meet several candidates running for state offices. During the Candidates' Forum, they addressed a variety of topics, including education, the lottery, home rule, annexation, economic development and the state retirement system. Nine candidates and one candidate's representative participated in the forum.

Communities' healthy futures depend on you

Learn more at the Community Builders Conference

Elected officials in South Carolina's cities and towns have a key role to play in a community's healthy future. "The job of government is to create, build upon and enhance the community in such a way that people feel they belong," said Bill Steiner, director of Community Builders, an affiliate of MASC.

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MASC members elect new board

During the Annual Meeting in July, MASC members elected their new officers and board members for 2002-2003. The 18-member board of directors sets policy for the association. Members selected Mayor Dan Breazeale of Lexington as the new president.

"It is a privilege for me to serve as your president for the next year," said Breazeale. "The Association has benefited from excellent past leadership, and I'm ready to work hard to continue this tradition. I'm looking forward to working with the Association's board members and staff to help all our municipalities become better places."

The following officers were elected to one-year terms.

President

Mayor Dan Breazeale of Lexington

First Vice President

Councilmember Lillian Brock Flemming of Greenville

Second Vice President

Mayor Tom Peeples of Hilton Head Island

Third Vice President

Councilmember Elouise James of Clemson

Past President

Mayor Don DeLoach of Varnville

Board members are elected to three-year terms. The board is composed of representatives from each of the 10 regional planning districts and of three at-large seats.

Mayor Richard Danner of Greer

Representing: Appalachian Council of Governments
Term expires: July 2005

City Manager David Krumwiede of Abbeville

Representing: Upper Savannah Council of Governments
Term expires: July 2003

Mayor Doug Echols of Rock Hill

Representing: Catawba Regional Council of Governments
Term expires: July 2003

Councilmember Sam Davis of Columbia

Representing: Central Midlands Council of Governments
Term expires: July 2005

Mayor Fred Cavanaugh of Aiken

Representing: Lower Savannah Council of Governments
Term expires: July 2003

Councilmember William Painter of Sumter

Representing: Santee-Lynches Council of Governments
Term expires: July 2004

Mayor Benjy Rogers of Bennettsville

Representing: Pee Dee Regional Council of Governments
Term expires: July 2004

Mayor Lynn Wood Wilson of Georgetown

Representing: Waccamaw Planning & Development Council
Term expires: July 2003

Councilmember Paul Tinkler of Charleston

Representing: Berkeley-Charleston-Dorchester Council of Governments
Term expires: July 2004

Mayor Harry Cone of Walterboro

Representing: Lowcountry Council of Governments
Term expires: July 2004

Mayor Carol Burdette of Pendleton

Representing: At-large
Term expires: July 2005

Mayor James Risher of Gifford

Representing: At-large
Term expires: July 2004

Mayor Wanda Stringfellow of Chester

Representing: At-large
Term expires: July 2003

Charleston continued from cover

key factor in building on a vision is communicating with the public. He emphasized creating a vision, communicating that vision to gain the public's support and being persistent in moving toward the vision.

Riley concluded by explaining that maintaining and creating public spaces is the legacy of community leaders. He believes public spaces

are particularly important assets because a municipality is a place everyone owns.

"This should help shape your vision," he said. "It's where citizenship is reaffirmed." He continued that citizenship becomes more powerful when the public spaces offer fun, excitement, peace and joy for the citizens.

Conference continued from cover

How are you prepared for this responsibility, and what are you doing to stay on top of trends and changes affecting your community? What are you doing to enhance your town's quality of life and make sure your citizens feel they belong?

Doug Henton and Kimberly Welsh of Collaborative Economics in California were right on target when they said, "Quality of life is a community's most valuable economic asset."

The Community Builders Conference, to be held Nov. 13-15 in Greenville, will enable elected officials to strengthen their knowledge and skills for building their community's healthy future. The conference is designed to teach officials how to build on that greatest economic asset — quality of life. This year's conference, previously called the Lovable Communities Conference, will address a distinct topic each day: revitalization strategies, community design and planning tools and techniques, and traffic, roads and bureaucracies.

Revitalization Strategies

Every community has assets that need nurturing, such as the downtown area, neighborhoods or recreational facilities. These assets help create a unique identity for each community, so they must not be ignored — they must form the nucleus for the town's community-building efforts.

Day one of the conference will look at these assets, such as the need to attract hospitals downtown. This is important because downtowns must be multifunctional areas — the more assets, the more people will visit downtown. "Having health care join government, retail and service and restaurants creates stronger downtowns," said Steiner.

Also during day one, learn about the spending habits and interests of the

younger generations and what they are looking for in places to live. "These rising generations are municipalities' future, and understanding them is imperative," said Steiner. The day will also bring an examination of organizing neighborhoods to take advantage of resident talent — Jim Barker, president of Clemson University, will start the conference with his perceptive views about community.

Community Builders Conference Nov. 13-15, 2002 Greenville Hyatt

Other topics include:

- **The Wildland and Urban Interface: Issues, Challenges and Opportunities**
- **Designing for a Safe Downtown**
- **State and Federal Tax Credits for Historic Buildings: A Primer**

Community Design and Planning Tools/Techniques

Day two will focus on the planning and design of quality communities. Internationally traveled president of the American Society of Landscape Architects Rodney Swink will discuss preserving community character through design. Swink is a strong advocate of community leaders leading efforts in designing their communities. He challenges officials to examine whether they are building anything worth preserving today, like our ancestors did before us. Planning your community means understanding its history, its roots and how these can influence today and tomorrow. Various

sessions throughout the day will explain how to examine these roots, recognize the unique characteristics of any town and determine if they are part of your community's message.



Our Communities' Roads

"Somewhere between one-fourth and one-third of any town is located in its roads and streets," said Steiner. "Roads can be barriers, neutral places or synergistic parts of communities. Most are not the latter!" Communities, neighborhoods and citizens are learning how to make roads work in concert with their surroundings to create meaningful spaces. For example, six hundred of New Jersey's Department of Transportation employees have been trained in "context-sensitive design," and the Federal Highway Administration is promoting "community impact assessments." Day three's sessions will explore how this is happening and South Carolina's response.

"The Community Builders Conference is one of the year's great learning opportunities for city officials," explained Steiner. "Not only is there a wealth of information, but it also attracts people from all disciplines — such as architects, landscape architects, neighborhood activists, community development corporations, conservationists and utility operators — allowing officials to build contacts with the people who can help make it all happen back home. If you are interested in building your community, you need to be here."

For more information, call Beppie LeGrand at 803.933.1231, e-mail blegrand@masc.sc or visit www.masc.sc and click on the "Community Development Services" link.

Kingstree recognized for innovative safety idea

Before starting a safety program last year, the Town of Kingstree had many safety issues in all departments. The “Get Safety Pinned” program allows employees meeting certain criteria to receive a Safety Pin each quarter. Employees receiving four Safety Pins in one year become eligible for a 2-percent raise on top of any other cost-of-living or merit raises.

“The 2-percent raise has turned out to be a huge incentive for our employees,” said Michelle James, Kingstree’s manager. “It is worth it when we see fewer claims.” Because the program has helped the employees become motivated, James estimates 85 percent of the employees will receive their first Safety Pins by November.

The Town of Kingstree’s “Get Safety Pinned” project won the S.C. Municipal Insurance Trust’s (SCMIT) 2002 Safety Idea Award contest. The Town will receive a check for \$500 for its idea. SCMIT sponsors the Safety Idea Award contest annually for its members.

Requirements for earning Safety Pins each quarter

- Has not received a violation for:
 - Failing to wear seat belt while riding in or driving a town vehicle
 - Being involved in an at-fault driving accident
 - Failing to wear safety clothing, such as orange vests, goggles, hard hats, etc.
 - Failing to use a spotter while backing up in a Town vehicle
 - Improperly lifting equipment
 - Creating an unsafe workplace
- Has not received verbal or written disciplinary action for work performance
- Has shown overall job performance to be above average in department
- Has shown initiative for fostering safety in the workplace



Kingstree Facility Maintenance Foreman James Tisdale wears his protective clothing while working from a bucket truck. By adhering to his department’s specific safety guidelines, Tisdale earns points toward receiving a safety pin in the Town’s “Get Safety Pinned” program.

- Regularly keeps a clean, inviting office, vehicle or storage area
- Regularly wears proper uniform or clothing required for his/her respective department
- Keeps proper hygiene
- Has attended required safety training sessions
- Has maintained proper maintenance logs on vehicle, machinery or equipment
- Has not caused an unsafe action whereby Town property is damaged
- Has not injured him/herself on the job due to failure to perform safety precautions

The Town’s Safety Committee has the right to add other safety requirements for this incentive during the year.

SCMIT, one of MASC’s three self-funded insurance programs, offers workers’ compensation coverage. For more information on the safety contest, call Phil Cromer at 803.933.1210 or e-mail pcromer@masc.sc.

SCMIT Occupational Safety Contest winners

Each year, the S.C. Municipal Insurance Trust (SCMIT) sponsors an Occupational Safety Contest for its members. During MASC’s Annual Meeting in July, SCMIT recognized nine municipalities for their safety efforts. The competition is based on OSHA and loss-ratio data.

First-place winners received \$2,000 credit toward the purchase of safety equipment and/or safety training. All winners received engraved plaques for their accomplishments.

Division 1 (10 to 50 employees)

- | | |
|-----------|-------------------|
| 1st Place | Town of Hemingway |
| 2nd Place | Town of Hampton |
| 3rd Place | City of Pickens |

Division 2 (51 to 150 employees)

- | | |
|-----------|----------------|
| 1st Place | City of Union |
| 2nd Place | Town of Cheraw |
| 3rd Place | City of Seneca |

Division 3 (151 or more employees)

- | | |
|-----------|-----------------------|
| 1st Place | City of Aiken |
| 2nd Place | City of North Augusta |
| 3rd Place | City of Greenwood |

Web content management tool opens municipalities' virtual door

Would you read this newsletter if we published the same articles every month? Probably not. The same logic applies to Web sites — people won't continue to visit sites when the information never changes.

In the past, keeping a Web site up to date required a substantial commitment of time and resources — municipalities had to hire staff knowledgeable in HTML or complicated Web design software, purchase specific technology and hire staff to maintain the technology. Municipalities now can take advantage of the easy-to-use Web content management tool offered by VC3.

"If you can use Microsoft Word or another word-processing program, you can easily use this new tool to add pages, change the content on existing pages and update your navigation bar," said Miriam Hair, MASC's deputy executive director. "It's a cost-effective way to maintain your site without overburdening your staff or your budget."

The content management tool helps you keep your site timely and up to date with its roll on/roll off feature — you can prepare items in advance and schedule them to appear on your site for a specified time frame. This is especially useful for calendar items.

The tool also includes an approval process to allow departments to update their own sections that are saved as "pending" until posted to the site by the site administrator. The person chosen to approve the updates receives an e-mail when departments update their information. That person reviews the pages for spelling and content then can quickly post them to the site.

"The approval system is very flexible and allows municipalities to have more control over their site," said Sandy Reeser, VC3's chief operation officer. "We can create multiple approval levels, where several people must approve the pages before they go live, or shared approval responsibility, where one of a handful of people can approve the pages."

Reeser explained the Web content management tool can be used on an existing site, or VC3 can redesign the site.

"VC3's designs are unique for each

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Key advantages of Web content management tool

- Easy to use
- Cost effective — only \$65 per month
- Offers flexible approval process
- Roll on/roll off feature
- Compatible with e-government software

Cities participating in TECH program

The following S.C. municipalities are participating in MASC's Technology Enhanced City Hall (TECH) program. VC3, MASC's TECH program ally, offers these modules and others to local governments.

Municipality	Service
Aiken	ServiceRequest Module
Abbeville	CitizenRequest Assessment
Appalachian COG	Information Technology Assessment and Services
Belton*	Information Technology Assessment
Columbia	ServiceRequest Module
Chester*	Web Site Design
Georgetown	Information Technology Assessment
Kiawah Island	Information Technology Assessment and Services
Kingstree	Information Technology Assessment
Lancaster	Information Technology Assessment and Services
Municipal Assoc. of S.C.	Information Technology Assessment and Software Development
North Augusta	Tax and Utility Bill Modules
Port Royal	Information Technology Assessment and Services
Seneca	Information Technology Assessment
Sullivan's Island*	Information Technology Assessment
Sumter	Information Technology Assessment, ServiceRequest Module and Technology Services
Union	Information Technology Assessment
Walterboro	Information Technology Services
York	ServiceRequest Module and Technology Services

If you have any questions, call Alan Tumej at 803.933.1233 or e-mail atumey@masc.sc, or call VC3's Jeff Polizzotto at 803.261.3333 or e-mail JeffP@vc3.com.

** New Participant*

2002 Achievement Awards

Population Category 1,001-5,000: Town of Ridgeland

Town takes miracle journey toward a bright future

When an exit on I-95 opened near Ridgeland, gas and fast-food businesses prospered near the exit while downtown stores went out of business. The Town Council commissioned a study to determine the best way to revitalize downtown. The study suggested promoting a more traditional downtown identity and extending that identity between downtown and the interstate. Council began the Ridgeland Redevelopment project, using accommodations/hospitality tax money and grant funds from the Jasper County Transportation Committee.

Phase I, which focused on three blocks of downtown, began in 1998 when utility companies agreed to absorb the cost of placing utility lines underground. The Town administrator negotiated separate contracts with local contractors for each aspect of Phase I, saving the Town \$840,000. The Town made arrangements with a local bank to offer favorable loan terms to downtown property owners who wanted to renovate their buildings. The Town also installed brick sidewalks, palmetto trees and old-fashioned street lights in the downtown area. Phase II extended the downtown

improvement theme along the corridor from downtown to I-95.

To offer an interesting tourist attraction, the Council created a nature trail through existing wetlands located in the middle of major developments, such as hotels, restaurants and gas stations. Although the land was not for sale, the Town met with the property owners, who granted conservation easements or donated portions of their land to establish the trail. The Blue Heron Nature Trail, which includes a boardwalk with observation platforms, covers 10 acres close to downtown. Local naturalists labeled native plants with signs to educate trail visitors. Aggressive pursuit of grants generated more than \$100,000 for the trail. Local businesses provided matching funds through in-kind contributions.



Ridgeland welcomes visitors with brick sidewalks, palmetto trees and old-fashioned street lights downtown and along the corridor to I-95.

In 2000, the Council decided to capitalize on heavy holiday traffic in November and December by offering the Holiday Trail of Music and Lights on the Blue Heron Nature Trail. The display of more than 40,000 lights has attracted more than 9,000 visitors from as far away as Canada.

Ridgeland's redevelopment has revitalized the downtown area with almost 60 new businesses, confirming one small town's miracle journey from a slow death to a bright future.

Contact: Penny Daley, 843.726.7500

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city, allowing the cities to maintain a consistent look throughout the sites with the use of templates," said Hair.

Hair explained that this tool is compatible with VC3's e-government software that allows citizens to pay taxes online or report a pothole. "This Web content management and the e-government tools work together seamlessly," she said.

Reeser discussed other advantages. "It allows you to update your site without having to wait on an outside webmaster's schedule," he said. "And because it is compatible with popular Web design software like FrontPage, it works for more advanced users who might also want to work in HTML."

VC3 can also host municipalities' sites. Municipalities don't have to pur-

chase a server or hire an information technology professional to maintain the server. "VC3 is offering a very reasonable fee for hosting a site and providing the Web content management tool — only \$65 per month," concluded Hair.

If you'd like to view an online demonstration of the Web content management tool, visit <http://sitemanager.vc3.com>.

Twelve graduate from Elected Officials Institute

MASC, along with the USC Institute of Public Services and Policy Research and Clemson University's Strom Thurmond Institute, recognized 12 municipal officials for graduating from the S.C. Municipal Elected Officials Institute of Government (MEOIG). Graduates received their certificates during MASC's Annual Meeting in July. Institute topics address the varied concerns of local government, such as powers and duties of elected officials, finance and team building. Classes are offered the day prior to MASC's Winter Meeting in February and via satellite throughout the year. The Institute draws its faculty from experts in local government.



The summer 2002 MEOIG graduates are, in alphabetical order, Brooks Bryant of Greenwood, Linda Bryant of Lexington, Philip Cheney of Anderson, Sandra Etheredge of Batesburg-Leesville, Miriam Green of Awendaw, Monte Lancaster of Union, Phillip Mottel of North Augusta, Rosa Millsaps Privette of Patrick, Benjy Rogers of Bennettsville, Michael Smith of Arcadia Lakes, Judith Tuttle of Surfside Beach and John Welborn of Lowrys. (Note: Not all graduates listed appear in photo.)

Have you visited MASC's new Web site? www.masc.sc

MASC unveiled its new Web site at the Annual Meeting in July. The site contains several new areas, such as the Resource/Research area that offers model ordinances and policies. If you've never visited the site, be sure to check out the special introduction page just for you (go to "Using This Site" and click on "New to this site?"). If you have any comments or suggestions, call Mary Brantner at 803.933.1206 or e-mail mbrantner@masc.sc.

News Briefs



■ Hilda Hopper, treasurer for the Town of Clover, was awarded the Certified Municipal Finance Administrator designation from the Municipal Treasurers' Association of the United States and Canada. The Association strives to elevate the level of knowledge of public finance and to enrich the performance within the treasury management profession.

■ Cheryle Ratliff, CMC, clerk for the City of Greenville, has been accepted into the first level of the International Institute of Municipal Clerks' (IIMC) Master Municipal Clerk Academy. The Academy is IIMC's advanced continuing education program, leading to the Master Municipal Clerk designation (MMC). It is IIMC's highest level of educational achievement.

■ The Department of Public Safety's Office of Justice Programs is accepting applications for the Juvenile Accountability Incentive Block Grant through Sept. 17. For more information, visit www.scdps.org/ojp/jjgp/jaibq.html or call Laura Whitlock at 803.896.8713.

■ The National League of Cities is collecting a list of events to commemorate Sept. 11 planned by cities, which it will post on its Web site (www.nlc.org). To include your municipality's events, send a description of the events, along with a contact name and phone number, to Michael Reinemer by fax at 202.626.3043 or via e-mail at reinemer@nlc.org.



Classifieds

■ The Town of Cowpens is accepting applications for an administrator. Position requires a four-year degree and municipal experience or equivalent. Send resume and cover letter to Mayor John Hill, PO Drawer 1399, Cowpens, SC 29330.



Educational Opportunities

Hometown Network

■ **Sept. 12**, the Municipal Elected Officials Institute of Government will present "The Forms of Municipal Government" and "Benefits and Pitfalls of Economic Development." These sessions will be broadcast via satellite.

Municipal Clerks and Treasurers Institute

■ **Sept. 25-27**, will hold its fall session at the Adam's Mark Hotel in Columbia. Topics include financial management, election administration and management skills.

Municipal Finance Officers, Clerks and Treasurers Association

■ **Oct. 15-17**, will hold its Annual Meeting at Ocean Drive Resort in North Myrtle Beach. Topics include financial administration, legislative update and crisis management.

Business Licensing Officials Association

■ **Oct. 16-18**, will hold its Annual Meeting at Ocean Drive Resort in North Myrtle Beach. Topics include bankruptcy, a legal update and various roundtable discussions.

Community Builders

■ **Nov. 13-15**, will hold the Community Builders Conference at the Hyatt Regency in Greenville. See related article on page 1.

S.C. Association of Stormwater Managers

■ **Nov. 22**, will hold its Quarterly Meeting at the S.C. State Museum in Columbia.

S.C. Municipal Personnel Association

■ **Dec. 4-6**, will hold its Annual Meeting at the Myrtle Beach Wyndham Resort.

S.C. Municipal Insurance and Risk Financing Fund

■ **Dec. 4**, will hold its members' meeting at the Sheraton Hotel in Columbia.

S.C. Municipal Attorneys Association

■ **Dec. 13**, will hold its Annual Meeting at the Clarion Town House Hotel in Columbia.

Hometown Connection

■ **Jan. 29**, 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 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

UPTOWN

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