

**Minutes**  
**York County Council Budget Workshop**  
**May 11, 2021**  
**6 South Congress Street, York, SC**  
**Council Chambers**  
**6:00pm**

The York County Council met on the above date for a York County Council Workshop at 6:00pm located at 6 South Congress Street, Council Chambers, York, South Carolina. The following Council members were present: Council member Allison Love, Chairwoman Christi Cox, Vice-Chairman Robert Winkler, Council member Brandon Guffey, Council member Joel Hamilton, Council member William “Bump” Roddey and Council member, Tom Audette. Also present were County Manager, David Hudspeth, Assistant County Manager, Mike Moore, Assistant County Manager, Kevin Madden, County Attorney Michael Kendree and Clerk to Council, Karen Brogdon.

Chairwoman, Christi Cox called the workshop to order.

Jason Hyatt, Executive Director of the York County Library and Lee Smith, Finance Manager addressed Council regarding their proposed FY21-22 budget. Mr. Hyatt updated Council on the programs and services that have been added or expanded over the past year in order to increase access to the library and its resources. It was also pointed out to Council that they are not requesting an increase in the millage. However, there is a slight increase in the furniture and equipment fund. This is due to an upgrade at the Fort Mill, Rock Hill and Lake Wylie branches, which will include the addition of small group work areas, lockers outside for 24/7 materials pick up, and outdoor tables that serve as WiFi access points.

Briana Francis and Elizabeth Shanaman from the Rock Hill/York County Convention and Visitor’s Bureau appeared on behalf of Billy Dunlap to address Council regarding their proposed FY21-22 budget. It was announced that the CVB has just launched the 2021 Destination Guide for York County. The partnership with Rock Hill Parks, Recreation and Tourism generates \$300,000 privately raised funds through the partnership program, that aids in recruiting additional events. There is a \$63M direct economic impact – money spent by non-residents in York County. This includes \$5.8M state and local tax revenue contributed by visitors and \$17.1M wages for York County residents. The partnership has given York County access to an estimated 370K visitors since July 2020.

Ms. Francis and Ms. Shanaman explained that the public funds are directed to the visitor communication strategy and impacts. Targeted digital campaigns by paid search ads and digital displays. Targeted publications with weekly ads in Free Times Columbia, Raleigh Magazine and WSPA Greenville. Earned media is free advertising dollars for the County. Travel writers and local media are hosted by Visit York County and given a 3 day tour of the County and all its attractions. The website content and communications strategy is designed to push traffic to the partners. The website traffic has more than doubled over the last three years. There have been 408K page views YTD. Partner information pages are listings on the website. Paid search advertising has a primary role in the increase in traffic for our partner information pages with 65% of traffic to accommodations pages. 80% of traffic on the partner information pages links

directly to their websites or calls: Attractions: 69%, Restaurants, 99% and Accommodations: 82%.

Sabrina Gast, York County Coroner addressed Council regarding their proposed FY21-22 budget. Ms. Gast stated that she requested one administrative staff personnel (have not had a new office staff member since 2004) and two full time Deputy Coroner Investigators to help with the increase in deaths in the County. Ms. Gast explained that Management has only recommend her requested administration staff position.

Ms. Gast stated that the number of cases in York County have increased from 1968 in 2019 to 2435 in 2020 and the increase is not attributed to COVID. Ms. Gast reported that any case that may go to Court has to be investigated by a Certified Forensic Pathologist and there is not one of those locally. The closest one that York County has access to is in Charleston, South Carolina. When the investigators are traveling to/from Charleston it impacts the staffing in the County.

Ms. Gast also said that her office has a space issue. She had to get an alternate morgue space in York because she was stacking decedents on top of each other at the original location. Also, it was noted in the audit report by the International Association of Coroner's that she is out of space in the current location. It was also their recommendation that she have an additional 2-3 office staff due to the current increase in caseload.

Motion was made by Council member Joel Hamilton and seconded by Council member Allison Love to go into Executive Session for Receipt of Legal Advice/Contractual matter regarding Visit York County and Receipt of Legal Advice/Contractual Matter regarding GT Real Estate FILOT. Motion Carried.

No matters for consideration following Executive Session.

There being no further business a motion to adjourn was made by Vice-Chairman Robert Winkler and seconded by Council member Joel Hamilton. Motion Carried.