

**CITY OF CAYCE
EVENTS COMMITTEE MEETING MINUTES
February 9, 2023**

Present: Dwede Dennis, Megan Lightle, Danny Creamer, Dave Capps, Johnathon Moore, Alexis Moore, Cindy Pedersen, Evony Reed

Absent: Robert Cathcart, Byron Thomas, Maxine Creamer

Guest: Carrie Ridgeway

City Representatives: Mendy Corder, Amanda Rowan

Chairperson Moore called the meeting to order. Ms. Moore said the invocation and Mr. Moore led the group in the Pledge of Allegiance.

Review of January 2023 Minutes:

Ms. Moore noted that Mr. Cathcart's name was incorrect in the January minutes. Ms. Pedersen made a motion to accept the minutes as amended. Mr. Creamer seconded. The motion was passed unanimously.

Old Business:

Chairman Moore stated that he asked Ms. Corder and Ms. Rowan to review Hospitality and Accommodations Tax grants and what the funds could be used for since those funds were used to fund the events the Committee put on. Ms. Corder explained that the Events Committee was originally created to host Christmas events in the City. She stated that over time they began to host other events as well.

Ms. Rowan gave a brief explanation of Accommodations Tax funds and what they could be used for. The Accommodations Tax grant is used to attract and promote tourism in the City of Cayce. Applications submitted for these funds are reviewed once a year by a City committee with the goal of "putting heads in beds." There is an oversight committee through the Department of Revenue that reviews all application and how the funds were used. These funds must be used for advertising and promotion of tourism, promotion of arts and cultural events, construction, maintenance, and operation of facilities for civic and cultural activities, including construction and maintenance of access and other nearby roads and utilities for such facilities, the criminal justice system, law enforcement, fire protection, solid waste collections and health facilities when required to serve tourists and tourist facilities, public facilities, such as restrooms, dressing rooms, parks and parking lots, tourist shuttle transportation, and operating Visitor Information Centers.

Ms. Corder stated that in 2014 the City of Cayce passed a 2% Hospitality Tax. This allows for grants to be awarded annually to non-profits in the form of reimbursements for the following based on South Carolina Law Section 6-1-730: tourism-related buildings including, but not limited to, civic centers, coliseums, and aquariums; tourism-related cultural, recreational, or

historic facilities; beach access and renourishment; highways, roads, streets, and bridges providing access to tourist destinations; advertisements and promotions related to tourism development; or water and sewer infrastructure to serve tourism-related demand.

Past Events:

Chairman Moore requested members list some past events. Mr. Capps mentioned the nature walks with Rudy Mancke. Mr. Creamer brought up the Congaree Bluegrass Festival, which at its height had visitors from all 46 counties and 2 other countries. Ms. Pedersen mentioned the weekend long Christmas in Cayce Festival. Ms. Corder brought up Soiree on State and explained that Soiree was originally created by the City during the rebranding of the City as a way to showcase the City's new branding. She stated that while not an Events Committee event, the Events Committee members are always welcome to volunteer or set up a tent at the event. Chairperson Moore spoke of the Fall Fest and the importance of continuity of the events.

New Business:

Chairman Moore asked members to look at the map of the city's parks that was distributed at the beginning of the meeting. He requested members begin to think of events that would create "footprints" (as a theme) for the committee throughout Cayce. Chairman Moore will be attending the next Neighborhood Leaders meeting to meet with the various representatives of the neighborhoods in Cayce.

Chairman Moore would like to create an event that will promote tourism to the City such as a 5K. Ms. Rowan asked the committee to look at partners for these events for funding sources. Mr. Moore brought up the F3 athletic group as a good partner for a 5K and stated that he would like to see the Events Committee become involved in the City's neighborhoods and be more active in the community. Mr. Capps suggested having a different route each year to showcase various parts of Cayce.

Ms. Pedersen requested the Events Committee have their own branded tent for events like Soiree on State. Ms. Rowan stated the committee could have a space at Soiree if desired. Ms. Pedersen made a motion to have a tent created, Ms. Moore seconded. The motion was passed unanimously.

Ms. Moore suggested a magnet be created to list events in Cayce as a reminder to residents.

Chairman Moore asked members to create a list of 5 possible events to bring to the committee. Mr. Creamer suggested a pickleball tournament. Mr. Capps explained the concept of Pickleball and mentioned a disc golf tournament as well.

Chairman Moore suggested a dinner on the Riverwalk. Ms. Corder mentioned shagging on Blossom Street Bridge. Mr. Capps suggested the combination of the two. Mr. Creamer mentioned that in the past DOT would not allow these events, but times may have changed.

Mr. Creamer suggested a cornhole tournament with Steel Hands.

Ms. Ridgeway, a Cayce resident who used to be an Events Planner and was attending the meeting out of interest, suggested a Pickin' and Picnic in the Park as an evening event where people would bring blankets and a picnic for a Bluegrass performance. She also suggested a community table event where tables would be set up end to end on a street and people would purchase a table to decorate and supply with the food. Ms. Corder suggested it be on a street away from the Avenues to bring attention to some other neighborhoods in the City.

Ms. Reed suggested bowling tournaments or a USC day for students of USC who live in Cayce.

Chairman Moore asked staff for the tentative dates for the upcoming events. Ms. Rowan informed the committee that Fall Fest would fall on October 7. Ms. Corder shared that the City has booked a petting zoo for this year. Ms. Rowan also informed the committee that the Carols Along the Riverwalk would be held Friday, December 1. Staff also spoke to the committee about the Steel Paws event in April that will take place as a fundraiser for K9 units and a memorial for Officer Barr.

Chairman Moore suggested an event in May or June. Ms. Corder mentioned her idea for a water event with water soakers and water slides. A combination of that with a 5K was suggested as well as a chili cook-off.

Mr. Creamer asked if the nature walks would begin again. Ms. Corder asked the committee when they would like to have them. March, April and May were accepted. Mr. Capps suggested having them at the Thomas Newman Boat Landing at least twice a year. Mr. Creamer suggested a registration system so there could be a cap. Ms. Rowan offered to reach out to Mr. Mancke.

Chairman Moore asked the committee if they wanted to continue with an opening prayer. Mr. Creamer made a motion to continue. Ms. Dennis seconded. Everyone but Ms. Pedersen voted to keep the invocation. The motion was passed to continue by majority. Chairman Moore stated the committee would add the verbiage "if you would like to join me in prayer" to the prayer.

With no further business a motion was made by Ms. Lightle to adjourn the meeting. Ms. Moore seconded and the meeting was adjourned.

The next Events Committee meeting is March 9, 2023 at 5:30PM