



COLUMBIA CITY COUNCIL MEETING MINUTES TUESDAY, MARCH 14, 2023

The Columbia City Council conducted a Work Session on Tuesday, March 14, 2023 at City Hall (Mayor's Conference Room), 1737 Main Street, Columbia, South Carolina. The Honorable Daniel J. Rickenmann, Mayor called the meeting to order at 3:07 p.m. The following members of Council were present: The Honorable Howard E. Duvall, Jr., The Honorable Edward H. McDowell, Jr., The Honorable William Brennan, The Honorable Aditi Bussells, and The Honorable Tina N. Herbert. Also present were Ms. Teresa Wilson, City Manager and Ms. Erika D. Moore Hammond, City Clerk. The meeting was advertised in accordance with the South Carolina Freedom of Information Act.

INVOCATION

The Honorable Edward H. McDowell, Jr. offered the invocation. He prayed for the families of Master Police Officer Tony Rhinehart and Mr. Kevin Alexander Gray.

CITY COUNCIL DISCUSSION

Ms. Teresa Wilson, City Manager said these presentations are being made today to ensure that we are efficiently providing you with information in a way that works best for you.

1. Minute Traq Agenda Management System Tutorial - Ms. Erika D. Moore Hammond, CMC, City Clerk

Ms. Erika D. Moore Hammond, CMC, City Clerk provided a brief tutorial of the city's agenda management system. The agendas are distributed via email and can be accessed with all backup materials at www.columbiacitysc.igmp2.com.

Councilor Bussells suggested that the new system open files in a new tab and retain the file name.

2. GovQA Customer Relationship Management System Update - Ms. Pamela Benjamin, CPM, Assistant City Manager for Administrative Services

Ms. Pamela Benjamin, CPM, Assistant City Manager for Administrative Services said I am championing changes to the process of how citizens engage with us. Customer Care is a key stakeholder of GovQA along with other departments. Over 4,200 customer requests have been received since 2018. Staff is able to submit requests on behalf of customers and we want to better utilize that functionality for the Mayor's Office and City Manager's Office.



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Mr. Clint Shealy, P.E., Assistant City Manager for Columbia Water explained that CityWorks is used to track the progress of work orders and for cost and time accounting related to an asset. The next step of integration of GovQA with CityWorks will allow us to send automated notifications to the customer.

Ms. Pamela Benjamin, CPM, Assistant City Manager for Administrative Services explained that by integrating the system, processes will be more seamless. We are reviewing internal touch points, workflow and customer enhancements. We are reviewing the department representatives and protocol. We talked about rebranding the site to incorporate the new branding initiative. The site remains functional while upgrades are underway.

There was an in-depth discussion related to councilmember access to GovQA, staff follow-up, map views, anonymous submissions, an easy to remember URL, and an educational campaign.

3. Communications Team Introductions - Ms. Leshia Utsey, Director of Public Relations, Media and Marketing

Ms. Leshia Utsey, Director of Public Relations, Media and Marketing introduced members of the Public Relations, Media and Marketing team.

Ms. Teresa Wilson, City Manager congratulated Ms. Leshia Utsey, Director of Public Relations, Media and Marketing and presented her with a service pin for 25 years of service.

4. Communications & Marketing Services Request for Proposals Update - Ms. Leshia Utsey, Director of Public Relations, Media and Marketing and Ms. Shannon S. Lizewski, NIGP-CPP, CPPO, Director of Procurement & Contracts

Ms. Teresa Wilson, City Manager introduced Shannon Lizewski as the new Director of Procurement and Contracts. She explained that the city is growing by leaps and bounds. This Council has significant items that they want to accomplish and a vision to highlight the growth and development in our city, in new and fresh ways. That is the purpose and intent for putting out a communications and marketing request for proposals. Before we release the solicitation, we want to get feedback from Council and explain the process and timeline.

Ms. Leshia Utsey, Director of Public Relations, Media and Marketing reviewed the project need which includes emphasis on social media, graphic design, national media coverage development, and an economic development pitch book and slide deck.



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There were discussions related to an approach for working with local media outlets; the creation of an exciting and consistent brand strategy/refresh; living out the vision and priorities we already have; keeping the We Are Columbia logo; identifying the best social media strategy for individual departments; increasing views, followers and shares; and driving the marketing for Columbia.

Ms. Teresa Wilson, City Manager said the last piece of this is for economic development. We talked in committee and the recommendation was to use students from the Darla Moore School of Business to develop content. It is important for all of this to be streamlined and consistent. This will result in an addendum for respondents. Some of those additional features will drive costs. We will make recommendations about using accommodation tax and state tourism development dollars for this effort.

Ms. Shannon S. Lizewski, NIGP-CPP, CPPO, Director of Procurement & Contracts said we want to capture your vision by recording short interviews of council members. This information can supplement solicitation documents and be shared during the pre-proposal meeting.

Ms. Teresa Wilson, City Manager said it was previously suggested that the Economic Development and Infrastructure Committee review the content that is being created for the Economic Development Office and provide their feedback.

Ms. Shannon S. Lizewski, NIGP-CPP, CPPO, Director of Procurement & Contracts said this is a perfect example for using the request for proposals (RFP) procurement method. We are still crafting the scope of work. Are we looking for advice from a consultant or are we looking for a hands on approach. It is prudent to put both options into the RFP. This will be a phased approach.

Mr. Ryan Coleman, Director of Economic Development said as they are developing the brand guidelines, the hope is that they can also be working on a template and layout for the economic development pitch book. Our partnership with the Faber Entrepreneurship Center at the Moore School is underway. Dr. Jeff Savage is working on elements for the pitch book, MBA students are gathering data for the selling book, and Jeff Rehling's marketing students are developing talking points on how we can better attract and retain talent. This work will be completed on Monday, April 24, 2023 and we will prepare an addendum for the marketing respondents.

Mr. Brennan left the meeting at 5:00 p.m.



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5. Boards & Commissions Handbook Review - Ms. Ashley Jenkins Wood, Special Projects Coordinator / City Manager's Office

Ms. Ashley Jenkins Wood, Special Projects Coordinator / City Manager's Office presented the new boards and commissions handbook and reviewed the Administrative Policy Committee's recommendations as outlined in the committee's November 16, 2022 meeting minutes.

There was consensus of the Council to retain the current name of the Columbia Tree and Appearance Commission. The handbook will be edited based on today's discussion and City Council will approve the final version on March 21, 2023.

EXECUTIVE SESSION

Upon a motion made by Mr. Duvall and seconded by Mr. McDowell, Council voted unanimously to enter into Executive Session at 5:26 p.m. for the discussion of **Item 6**.

6. Receipt of legal advice relating to matters covered by attorney-client privilege pursuant to S.C. Code §30-4-70(a)(2)

- *Data Requests*

ADJOURNMENT

The meeting was adjourned at 6:30 p.m.

Respectfully submitted:

Erika D. Moore Hammond, CMC
City Clerk