

**MINUTES**  
**SPECIAL CHERAW TOWN COUNCIL MEETING**  
**NOVEMBER 24, 2020**  
**5:30 P.M.**

**MEMBERS PRESENT:** Mayor Andy Ingram. Councilmembers: Robby Bennett, Jim Crawford and Richard White.

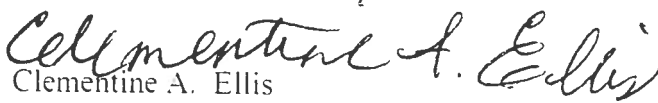
**TELECONFERENCE:** Councilwoman Cheryl Melton.

**MEMBER ABSENT:** Jacqueline Ellerbe-Shannon and Billy Wallace, Jr.

**OTHERS PRESENT:** Mike Smith, Town Administrator, Clementine A. Ellis: Clerk-Treasurer and Rob Wolfe.

1. The invocation was offered by **Mike Smith** and the pledge was made to the American flag.
2. **First Reading of Ordinance:**  
  
2021-03 Mayor Ingram introduced for council's consideration first reading of **Ordinance 2021-03 An Ordinance to Amend the Town of Cheraw's Official Zoning Map to Rezone Certain Properties from R1-A Single Family Residential to GC-General Commercial the Effective Date of this Ordinance.** Mayor Ingram called upon Rob Wolfe. Mr. Wolfe stated this concerns property on Chesterfield Highway. He noted back in 2006 the land was purchased with the intent to develop the Huddle House owned by Wilkerson enterprises. At the time of purchase, the property was part of the Isgett Circle Subdivision. It was understood there was a restrictive covenant on the property which prohibited it from commercial use. In 2008 the Wilkerson's got a court judgment that overthrew the restrictive covenant for that lot specifically. However, the Town was never informed so when the Town did all the rezoning last year it was rezoned to residential use. The Wilkersons now have a buyer for the property who wants to develop it for commercial purposes. The Planning Commission had a Public Hearing on November 16<sup>th</sup> and voted unanimously recommended rezoning this property from **R-1 (Residential)** to **GC (General Commercial)**. A motion was made by **Councilwoman Melton**. The motion was seconded by **Councilman White** and passed by unanimous vote.
3. There being no further business a motion was made by **Councilwoman Melton** to adjourn. The motion was seconded by **Councilman Crawford** and passed by unanimous vote. The meeting was adjourned at **5:37:p.m.**

Respectfully submitted.

  
Clementine A. Ellis  
Clerk-Treasurer

**MINUTES**  
**CHERAW TOWN COUNCIL MEETING**  
**NOVEMBER 10, 2020**  
**5:30 P.M.**

**MEMBERS PRESENT:** Mayor Andy Ingram. Councilmembers: Robby Bennett, Jim Crawford, Jacqueline Ellerbe-Shannon, Cheryl Melton, Billy Wallace, Jr. & Richard White.

**OTHERS PRESENT:** Mike Smith, Town Administrator; Clementine Ellis, Clerk-Treasurer, Delphenia Rollins, Chief Keith Thomas, Joan Yates (The Link), Felicia Flemming-McCall, J. T. Flemming, Dr. Samuel Richardson, Jimmy Thompson, John L. Melton & James Flemming, Sr.

1. The invocation was offered by **Dr. Samuel Richardson, Pastor of Pee Dee Union Baptist Church** and the pledge was made to the American Flag.
2. Mayor Ingram introduced for council's consideration the minutes of the **October 13, 2020** Council Meeting. A motion was made by **Councilwoman Melton** to approve the **September 8, 2020** minutes. The motion was seconded by **Councilman Wallace** and passed by unanimous vote.
3. The **October 2020** Financial Report was submitted for council's consideration. A motion was made by **Councilman Crawford** to approve the **October 2020** Financial Report. The motion was seconded by **Councilman Wallace** and passed by unanimous vote.
4. Mayor Ingram called council's attention to comments from **Mrs. Felicia Flemming-McCall** regarding the Town's branding and marketing. Mrs. McCall stated:

"I am coming before Council concerning the marketing and branding of Cheraw, particularly the request I submitted on July 12, 2020 about changing the town logo. Thank you, Mayor Ingram, and Council, for voting to remove the current logo off the town's website however that was not the initial request that I submitted to you. My request is for the Town of Cheraw to rebrand and market a new town logo. I used the website as an example because it is oftentimes the first portal that welcomes visitors to Cheraw.

Councilman Bennett and I communicated in August and we met at my office. During our meeting he shared he spoke with individuals who shared with him several years ago a logo change was discussed, but nothing materialized. He asked me what ideas I had in mind moving forward with the logo. Councilman Bennett asked me to email my recommendations to him to be shared with the Legislative Committee. I also told Councilman Bennett to share with the committee that I was available to speak with them and address in question they may have.

I submitted the recommendation email to Councilman Bennett on August 31, 2020 and his reply was "Thanks also for thinking about what needs to be done moving forward."

After not hearing from Councilman Bennett I followed up with an email to him at the end of September. He shared the Legislative Committee was recommending taking the logo off the website. I emailed back asking are there further discussions to move forward with rebranding a new logo. He replied money is tight and the need to sit back a while. Then he stated that Rob Wolfe may have an option available through the Main Street Program. I replied that the Town of Cheraw receives Hospitality Tax funds that could be used or Mayor and Council could advise Rob Wolfe the Tourism Director to form and facilitate a committee to move forward with rebranding a new logo. Councilman Bennett stated personally, he wanted to channel his energies elsewhere. Please see attached copies of our emails to verify our communication.

Councilman Crawford you voted last month against the recommendation to take the logo off the website because in your own words "... we are possibly heading down the road to a culture prevalent in our country." I and many others who listened to your comments are very disappointed that you take issue with rebranding a new logo that should promote a welcoming and inclusive Cheraw and doesn't harken back to a darker period in our history. You made your decision based broadly on what you see are prevalent in the country instead focusing locally on the facts, history and more importantly how this logo is perceived by many people living here in the 21<sup>st</sup> century. A mindset like that is partly why this town will never grow and will never be a real community. You cannot expect citizens to support businesses and a local government and leadership who prefer a "Dixie logo" over a "Welcoming logo". In closing for clarity Mrs. McCall is requesting a written response from Mayor Ingram and Council on the following questions:

1. Mayor Ingram and Council what are your plans to address my request for rebranding and marking a new logo for the Town of Cheraw? A request originally submitted on July 12, 2020?
2. I would like to know if the recommendations emailed to Councilman Bennett per his request, if recommendations were shared with the Legislative Committee.
3. I would like to know if the Legislative Committee shared my recommendation with Mayor Ingram and all council members during your briefings and communications on this subject.
4. I would like to know from the Legislative Committee if Councilman Bennett shared with the committee I was available to speak with them and address any questions they may have?

5. For Council Action:

A. First Reading of Ordinance:

Mayor Ingram introduced for council's consideration first reading of **Ordinance 2021-08. An Ordinance to Add Section 9-14: Flagpole Design Standards to the Cheraw Zoning Ordinance to Regulate the Erection of Flag Poles Within the Town Limits of Cheraw.** Currently under the Zoning Ordinance flag poles are not regulated. You can build as close as you want to someone's property. A situation arose here in town that someone might have been trying to have a spiteful attitude. The Planning Commission

reviewed this after reviewing what other communities have done and recommended a change to the Zoning Ordinance to treat flag poles as accessory structures and requiring them to be set back from the property line equivalent to their height. In this case a 15 foot flag pole would have to be 15 feet back from the property line. There also is an issue of safety. The maximum height in residential areas is 20 feet. **Councilman Bennett** asked is there a maximum number of flag poles on a piece of property. Wolfe stated he does not think we can set a maximum number of flags because of Freedom of Speech. Wolfe also noted this is a recommendation from the Planning Commission. A motion was made by **Councilman White** to approve first reading of **Ordinance 2021-08**. The motion was seconded by **Councilman Wallace** and passed by unanimous vote.


6. Mayor Ingram called council's attention to a request to hire a consultant to develop a master plan for the down town. **Rob Wolfe** stated the Town advertised for qualified consulting firms to submit "Request for Qualifications" to develop a Master Plan for the Town of Cheraw. This Master Plan will serve as the Town's road map for the future. The Town received eight (8) responses and the proposals were reviewed by the Cheraw Planning Commission and the Cheraw Merchants Association. Wolfe stated they received several firms that were qualified but the firm that was consistently ranked at the top or near the top by the reviewers of Boudreaux Group. The Boudreaux Group has demonstrated experience with the creation of Downtown Master Plans in small towns. Town Council has funded the creation of a downtown Master Plan as part of the FY21 Budget. Wolfe stated he is recommending the Town Council approve the selection of the **Boudreaux Group** as the consulting firm to develop the Master Plan for Downtown Cheraw. A motion was made by **Councilman Crawford** to hire the Boudreaux Group of Columbia, SC. The motion was seconded by **Councilman Wallace**. **Councilwoman Ellerbe-Shannon** stated that Mr. Wolfe indicated there was \$25,000 budgeted and ask could the cost be more. Wolfe stated yes, it could be more than \$25,000. **Councilwoman Ellerbe-Shannon** also asked other than creating a master plan what would the company do. Wolfe stated that the primary goal is to create a master plan and it will be about a six (6) month process. The motion passed by unanimous vote.
7. Mayor Ingram called councils attention to a request from Fire Chief Marvin Murray. Chief Murray stated with the way Covid is going, he wanted to purchase a holiday display for approximately \$1,269. The Chief requested the funds be taken out of hospitality. Town Administrator Mike Smith stated these funds have to go towards attracting tourists and therefore does not qualify for Hospitality Funds. Mayor Ingram stated since this is not a budgeted item and does not qualify for hospitality funds the request be denied. **Councilman Bennett** made a motion to deny the request from the Fire Chief. The motion was seconded by **Councilman Crawford** and the passed by unanimous vote.
8. Mayor Ingram requested a motion to go into Executive Session. **Councilwoman Melton** made a motion to go into Executive Session. The motion was seconded by **Councilman Wallace** and passed by unanimous vote. After approximately 10 minutes Council returned. **Councilwoman Melton** made a motion to return to regular session. The motion was seconded by **Councilman Wallace** and passed by unanimous. Mayor Ingram stated while in Executive Session there was personnel matter to discuss but no action was taken.

9. For Council Information:

10. Citizen Comments: None.

11. There being no further business a motion was made by Councilwoman Melton to adjourn. The motion was seconded by Councilman Wallace and passed by unanimous vote. The meeting was adjourned at 5:50 p.m.

Respectfully submitted.

  
Clementine A. Ellis  
Clerk-Treasurer