

South Carolina Community Development Association

Annual Meeting

May 7 – 9, 2025

Beach House Resort, Hilton Head Island
1 S Forest Beach Dr, Hilton Head Island, SC 29928

NOTE: The exhibitor showcase, exhibitor breakfast and lunch will require going up a flight of stairs.

Wednesday, May 7

1:00 – 5:00 p.m. Registration and Exhibitor Showcase Open

2:15 p.m. Welcome and Announcements

President Doug Polen, Assistant Town Administrator, Town of Irmo

2:30 – 4:00 p.m. AI in Local Government: Harnessing Technology for Smarter, More Efficient Communities

Kevin Benson, Senior Software Engineer, VC3

As local governments strive to meet the needs of increasingly dynamic communities, artificial intelligence offers a powerful toolkit to enhance decision making, streamline operations, and improve resident services. In this deeper dive, we will explore how AI technologies can be effectively implemented in local government settings to drive smarter governance, improve public safety, optimize resource allocation, and foster community engagement.

4:00 – 4:15 p.m. Break

4:15 – 5:00 p.m. Presentations by Award of Excellence Applicants

5:00 – 6:00 p.m. Exhibitor Reception

Thursday, May 8

8:00 a.m. – noon Registration Open

8:00 – 9:00 a.m. Exhibitor Breakfast and Showcase

8:45 a.m. Exhibitor Introductions and Door Prizes

9:00 – 10:00 a.m. Planning and Zoning 101

Municipal Association of SC Staff

Navigating the complexities of planning and zoning is essential for building vibrant, sustainable communities. Whether you're a local government

official, urban planner, developer or community advocate, understanding the basics of land use regulation is key to shaping the future of your community. This introductory session, "Planning and Zoning 101," will provide a foundational overview of the principles, processes and tools involved in planning and zoning, empowering you to make informed decisions about land development and urban growth.

10:00 – 10:15 a.m. Break

10:15 – 11:00 a.m. Knowing Your Forms of Government: Understanding Structures and Functions in Local Governance

Naomi Reed, Field Service Manager, Municipal Association of SC

Effective local governance begins with a clear understanding of the structure and roles within your community's government. From mayors to city councils, different forms of government shape how decisions are made, services are delivered, and residents are engaged. This session will provide an essential overview of the various systems of local government, their functions and the impact they have on everyday life.

11:00 – 11:15 a.m. Break

11:15 a.m. – noon Short-term Rentals Everywhere: How to Locate, Understand Ownership and Ensure Compliance

Barbara Wooster, MBL, Revenue Services Manager, Town of Hilton Head Island

Short-term rentals are everywhere. Learn how to locate them in your jurisdiction using easy tools. Once you find them, learn about the different types of ownership and how to get them to become compliant.

Noon – 1:00 p.m. Networking Luncheon

Presentation of Award of Excellence

Presentation of Hettie Rickett Award

1:00 – 2:00 p.m. Civility and Ethics in Local Governance: Building Trust and Effective Leadership

Dr. Abby Baker, QEP Director, Clemson University

In an era of increasing polarization, fostering civility and maintaining ethical standards are vital for strengthening local governance. This interactive session will explore how servant leadership principles — empathy, integrity, accountability and a commitment to others — can guide participants in promoting trust, collaboration and ethical decision-making. Participants will engage in discussions and a group activity to navigate real-world challenges, discover practical strategies for civil discourse and learn actionable tools for modeling ethical leadership in their communities.

2:00 – 2:15 p.m. Break

2:15 – 3:15 p.m. Halloween Town: The Spooky Spirit of Conway, SC

Adam Emrick, City Administrator, City of Conway

Join us for a fun and festive look at Conway, South Carolina’s beloved City of Halloween an annual celebration that transforms the city into a spooky spectacle for families and visitors of all ages. This session will explore the history and evolution of Halloween Town, from its origins to its growth into one of the region’s most popular Halloween events. Learn about the creative process behind the decorations, the community involvement that makes it possible, and the events that make this celebration a highlight of the season — from haunted tours to costume contests and everything in between.

3:15 – 3:30 p.m. Break

3:30 – 4:15 p.m. Main Street South Carolina: Revitalizing Communities Through Downtown Development

Municipal Association of SC Staff

Discover the transformative power of the Main Street SC program, an initiative designed to

revitalize downtown areas and foster economic development in communities across South Carolina. This session will provide an overview of Main Street SC, exploring its mission, objectives and the strategies it uses to support local communities in preserving historic districts, promoting small businesses and enhancing quality of life.

Friday, May 9

8:00 – 9:00 a.m. Breakfast

9:00 – 10:30 a.m. Economic Update: Trends, Challenges, and Opportunities for Local Communities

Laura Ullrich, Senior Reginal Economist, Federal Reserve Bank of Richmond

Stay informed on the latest economic trends and their impact on local governments and communities in this concise economic update. This session will give an overview of current economic conditions, including key indicators such as inflation, unemployment and housing markets, as well as emerging challenges and opportunities. Participants will gain insights into how these factors are shaping local budgets, economic development, and community planning, and how local leaders can respond to foster resilience and growth.

10:30 – 11:00 a.m. Annual Business Meeting

11:00 a.m. Adjourn

Upcoming Meeting

Fall Meeting

Thursday, October 2
Cooperative Conference Center
Columbia, SC

Contact Information

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**Municipal Association
of South Carolina**

1411 Gervais Street
PO Box 12109
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www.masc.sc

The South Carolina Community Development Association is an affiliate of the Municipal Association of South Carolina.

Registration Information

Registration deadline is Wednesday, April 23, 2025.

Registration fees of \$250 for members and \$275 for nonmembers include meeting registration, educational materials, breakfasts and the networking luncheon.

Online registration is available for the Annual Meeting. Save time and postage by logging on to www.masc.sc to register. Online registrations must be paid by Visa or MasterCard.

If paying by check, mail completed registration form and check made payable to the Municipal Association of South Carolina.

MASC
PO Box 12220
Columbia, SC 29211
ATTN: SCCDA

Cancellations must be received by 5 p.m. on April 23. Refunds will not be given after this date.

Conference attire is business casual. The session rooms may be cool, so you may want to bring a sweater or jacket.

For special needs requests, contact Dawn Dukes at 803.933.1240 or ddukes@masc.sc by April 23, and we will accommodate if possible.

Accommodations

Special room rates are available at the Beach House Resort. You must identify yourself as part of the SCCDA Group to receive the group rate. The group code is SCDAS2371 . Book online SC Community Development Association SCCDA 2025 or by calling 855.433.0341. You must provide the group code when booking to receive the group rate. The deadline to book at the group rate is April 7.

Standard Guest Rooms: \$199 per night + taxes and \$15.00 resort fee per day.

SCCDA rate reservation deadline: April 7

Check in: 4 p.m.

Check out: 11 a.m.

Beach House Resort
1 South Forest Beach Drive
Hilton Head Island, SC 29928
855.433.0341

SCCDA Registration Form

SCCDA Annual Meeting ■ May 7 - 9, 2025

Name Badge Information

The following information will appear on your name badge for this meeting.

First name (example: Bill)

Full name (example: William J. Smith, Jr.)

Mr. Ms. Dr.

Title New

Local government/business name

Guest Information

Guest's first/last name

City/State

Contact Information

Birth month/day

Last four digits of SSN

This combination of numbers is used as the official's personal identification number to access online services, simplify event registration and ensure proper recording of participation in Association training programs.

Local government/business name

Preferred mailing address New

Type: Municipal Business

City/State

Zip

Preferred phone New

Type: Municipal Business Mobile

Email address New

For additional attendees, make a copy of this form.

Registration Fees

<input type="checkbox"/> Member	\$250	\$ _____
<input type="checkbox"/> Nonmember	\$275	\$ _____
<input type="checkbox"/> Guest (Includes reception on Wednesday and breakfast for two days.)	\$125	\$ _____

Total \$ _____