

The regular monthly meeting of the Board of Directors of the Rock Hill Economic Development Corporation was held on Tuesday, December 6, 2016 at the City Club of Rock Hill. Notice of the meeting was sent to all members, City Council, media and interested citizens. Notice was posted at City Hall on January 6, 2017.

**RHEDC Board Members Present:**

|                 |                |               |
|-----------------|----------------|---------------|
| Tim Baldwin     |                | Toy Rhea      |
| Eddie Boulware  | Dawn Johnson   | David Vehaun  |
| Myron Brown     | Melanie Jones  | Cathy Weaver  |
| Bev Carroll     | Luanne Kokolis | Dave Williams |
| Elaine Copeland | Lisa Meadows   |               |
| Bud Dark        | Allan Miller   |               |
| Matt Dosch      | Jim Reno       |               |

**RHEDC Board Members Absent:**

|              |               |                |
|--------------|---------------|----------------|
| Greg Austin  | Dan Mahony    | Andy Shene     |
| John Black   | Kerry Mast    | David Stringer |
| Doug Echols  | Warren Norman | Chad Williams  |
| Randy Graham | Alice Rigdon  | Rob Youngblood |

**Others Present:**

|                                      |   |
|--------------------------------------|---|
| John Rinehart, Rinehart Realty       | Jeremy Winkler, CRH                         |
| Linda Burke, SC Works                | Alan Fletcher, Carolina Premier Bank        |
| Kelly Pew, RH Schools                | Mark Mayfield, SVN                          |
| Matthew Kreh, WRHI                   | Dr. Jeff Perez, Winthrop                    |
| Fred Gault, Congressman Mulvaney     | Teresa Thomas, Office of Lindsey Graham     |
| Renee O'Neil, CN2News                | Steven Gibson, Assistant City Mgr           |
| Amy Massey, Kimley-Horn              | David Warner, Dir Tech Incubator            |
| Sally Baker, Financial Analyst       | Rick Norwood, Dir of Industrial Recruitment |
| Martin Lane, Proj Specialist         | Frank Keel, Dev Mgr                         |
| Donnie Messer, Proj Design Mgr       | Cody Gibson, Intern                         |
| Cathy Murphy, Dev Mgr                |   |
| Hannah Spruill, Mrketing Coordinator |   |
| Liam Kyle, Event Coordinator         |   |
| Jodie Kelly, Office Manager          |   |
| David Lawrence, Development Mgr      |   |

**I. Call to Order**

Vice-Chairman Beverly Carroll called the meeting to order at 12:16 pm and welcomed RHEDC Board Members and guests.

**II. Approve Minutes of December 6, 2016 Regular Monthly Meeting**

The Minutes of the December 6, 2016 Board meeting were emailed to the Board on January 9, 2017 and were approved as submitted.

**III. Prospect Reports/Project Updates**

*Strengthening Economic Base – Rick Norwood*

- Waterford Development had 2 prospects and 4 visits in the month of December.
- Active Projects: 18 totaling 2,343 jobs and \$479 million investment.
- CDI in South Cross has roof and walls. Expect occupancy late summer.
- Elite Logistix expected to occupy in February.
- Building C has an internal prospect.

*Knowledge Park – David Lawrence*

- Knowledge Park 139 Mail is fully leased. Retail space is awaiting tenant.
- 108 Main site work continues with utilities and infrastructure work.
- Parking System Analysis – evaluating to accommodate development. Sustainable finance model being worked on and a report will be presented with supply and demand evaluation. White Street parking is a concern and need to plan for structure parking.
- Multi-family residential policy for parking also being developed for future projects.
- This will improve organizational structure for better customer service and enforcement.
- Analysis will include repair and replace Black Street parking deck.

*Technology Incubator – David Warner*

- 1 Million Cup Pitch Event – one every month to give support and advice.
- If any interest, please make time to drop by. 8am first Wednesday of the month. Next session is February 1, 2017.
- Thanks to Andy Shene for hosting event for start-ups to help local entrepreneurs.
- Business Growth Academy designed for six small businesses to receive peer coaching during a three month program. This session will finish in March. It is getting good feedback.
- Hosted a Holiday Entrepreneurs & Stakeholders Meet-up where
- Several “idea collisions” occurred.
- Participated in a collaboration meeting on co-work and landing spaces in Knowledge Park.
- Licensed Foxrun into the incubator program to continue work on new cyber security products.
- Attended the York County Economic Development Summit at the Baxter Hood Center
- Attended Business Financing Seminar at First Citizens Bank where South Carolina Community Loan Fund program was discussed.
- Met with Richard Gregory of Product Launch Advisors regarding future collaboration opportunities
- Private Investment Pitch session for P2Ops and ThoroughCare
- Meeting with representative from Flextronics to explore using them as a resource for manufacturing startups.
- Met with potential new client company, Knowledge Perk, to discuss their “coffee immersion” experience concept.

*Downtown Marketing – Cathy Murphy and Martin Lane*

- DIY Home Project Studio has new location on Main Street.
- 100,000 visitors in the last two months to Rock Hill. 75,000 were for Christmasville, and Ice Rink was also a great draw for the city. This Friday is Harry Potter Night, which is always successful.
- Christmasville had a large number of out of town visits.
- A survey was taken of the guests for future planning. RH Police and Homeland Security provided the visitor count.

- Survey recap: 46% local visitors, average age 39 yrs, Average size of party 5pp, average number of days visiting was one, 90% respondents ate in RH during visit, 10% of visitors stayed 1 to 4 nights.
- The economic impact was estimated to be \$40,000 for the festival, \$35,000 for the parade, \$120,000 overnight, \$2.5m from day trippers.
- Toy Rhea thanked the city and corporate sponsors for their support of Christmasville.

**IV. Committee Reports**

***Finance – John Rinehart***

- Welcomed the two newest members of the committee: Luanne Kokolis and Dave Williams.
- The Finance Committee met on January 5, 2017.

**Financial Statements**

- Statement of Financial Position for November 30, 2016 and Budget Reports for January 1 through November 30, 2016 were emailed to the board on January 9, 2016. The Finance Committee presented a motion to approve the Financial Reports from November 30, 2016. The motion was unanimously approved.

**2017 Budget proposed – Sally Baker**

- The 2017 Budget was reviewed. The budget serves as a guide for: pursuing grants and other donations; maintaining minimal administrative expenses; continuing projects from 2016; beginning development of new projects in 2017; maintaining current operating reserve; and beginning to allocate additional reserves for future loan obligations.
- If the Spec 2 building is not sold by July, will need to set aside reserves to cover obligations.
- The non-operating uses of cash planned are: Waterford Park Spec Building #2; pre-development costs for a TechPark spec building; and loan obligation reserves.

**Consider Approval of the 2017 Budget**

- The Finance Committee presented a motion to approve the 2017 Budget.
- The motion was unanimously approved.

**Monthly Progress Report on Waterford Spec Building #2**

- As of the end of November, the contractor has completed 94.2% of the project budget, with no changes. Budget stands as initially approved.
- Few items remaining to complete project. Hoping to have a sale contract before long.

**Legacy Business Park**

- Through November, there have been two disbursements, about 50% of the Santee Cooper Grant.
- The committee considered an amendment to the development agreement with Scannell, in response to a grant award from the SC Department of Commerce. To implement the grant, RHEDC will need to amend its development agreement with Scannell for improvements to be made to Parcel A.
- Key points include: 1) RHEDC will make at least \$600,000 in improvements; 2) the purchase contract for Parcel A will be updated to reflect site improvements; and 3) Scannell will make an additional earnest money deposit of \$300,000.

**Consider Motion to Approve Development Agreement Amendment**

- Motion from the Finance Committee to approve the amended agreement, and to authorize the RHEDC Chair and Stephen Turner to execute the contract pending any necessary changes as recommended by legal counsel.
- The motion was unanimously approved.

Annex Site on West White Street

- As of December 12, 2016, City Council gave approval for the sale of the Annex Site to RHEDC. This was completed that same week.
- Will be moving forward to apply for EPA grant for cleanup in the next cycle. Unfortunately, missed the opportunity this last cycle.

Tech Park Update

- Staff presented the Finance Committee with preliminary design proposals from two architectural firms to create a basic flex plan design for the third building that can be presented to interested contractors. The cost of the basic design has been incorporated into the 2017 budget.
- Will not be moving forward until Waterford Spec #2 is sold.

***Quality of Life – Melanie Jones***

- Luanne Kokolis has moved from the Quality of Life Committee to the Finance Committee. The new chair is Melanie Jones.
- Will be focusing on naming the pathways between buildings with names that have historical significance.
- 108 Main connector has public art opportunity.
- Appeal to group for donations to the Barre Mitchell Community Initiatives Fund. Goal is to reach 100% participation from the Board. Please help us to reach that goal, it funds great initiatives in Rock Hill to bring public art to our local developments.

***Innovation – Matt Dosch***

- 2017 Agenda is being worked on. Membership has been beefed up for a strong forum.
- Focus will be continuing the talent pipeline of interns, the job website, and investigating other collaborative programs.
- Wrapping up the 2016 \$30,000 Wells Fargo grant. That program will be met and will be putting in a request for a second grant. Have placed 40 interns with 19 businesses and counting. Feedback has been very positive.
- The job site launched in December, will be working with the Marketing Committee to bring on board more companies to ensure its success.

**V. Other Business**

2017 Goals for RHEDC

- The Executive Council met in December and drafted goals for 2017. The key highlights are:
- Make investments to create new inventory of sites and/or buildings to support the growth of businesses and jobs in the Rock Hill area.
  - Enter into a contract for sale of the second Waterford spec building, by December 31, 2017.

- Prepare for construction of third spec building at TechPark, based on progress in selling second Waterford spec building.
- Provide funding and oversight for construction of infrastructure serving Legacy West Business Park; fulfill obligations to Scannell (development partner) and to Santee Cooper (grant funds) (by June 30, 2017)
- Amend agreements with Scannell to provide for site improvements to Legacy West Parcel A, using grant funds from SC Commerce. Begin site improvement project (by December 31, 2017).
- Enter into new agreements with Scannell related to the development of Legacy East Business Park. Seek roles for RHEDC to accelerate the development and marketing of sites in this park (by December 31, 2017).
- Begin marketing the Annex Site in Knowledge Park for redevelopment. Fulfill responsibilities under Voluntary Cleanup Contract and seek outside funding for cleanup activities (by December 31, 2017)
- Engage with property owners, private developers, the City and potential funding partners to plan for the future development of Aspen Business Park (by December 31, 2017)
- Collaborate with York County Economic Development and other allies to support business park and redevelopment opportunities in the Rock Hill area (by December 31, 2017)
- Make the development of human capital a cornerstone of the Knowledge Park
  - Complete all requirements and reporting for the 2016 grant from the Wells Fargo Foundation.
  - Seek new/additional funding for the continuation and expansion of the Talent Pipeline Internship Program (by December 31, 2017).
  - Place at least 15 college students into career-related internships with local businesses through the Talent Pipeline Internship Program – assumes additional funding (by December 31, 2017).
  - Convene education and business leaders to define and implement collaborative projects in support of talent development/economic development goals (by December 31, 2017).
  - Enroll at least 30 businesses to post job openings on the [www.JobsRockHill.com](http://www.JobsRockHill.com) website (by December 31, 2017)
  - Enroll at least 75 individuals to post resumes on the [www.JobsRockHill.com](http://www.JobsRockHill.com) website (by December 31, 2017)
- Through the Technology Incubator at Knowledge Park, support local entrepreneurs to create businesses that have the potential to significantly impact the growth of jobs and income in Knowledge Park and all of Rock Hill and York County.
  - Manage the operation of the Technology Incubator at Knowledge Park, making monthly reports to the RHEDC Board (by December 31, 2017)
  - Support actions to increase capacity at the Technology Incubator so as to serve more companies, add new services and expand marketing and communications by adding staff (by June 30, 2017).
  - Recruit 3-4 new client companies into the TI Center (by December 31, 2017)
  - Graduate 2 to 4 client companies (by December 31, 2017)
  - Continue to build out local and regional resource and investor networks to support client companies, two new contacts for each (by December 31, 2017)
  - Raise at least \$20,000 in corporate sponsorships to support entrepreneurial programming and events in the community (by June 30, 2017)

- Host at least five entrepreneur-focused educational events (by December 31, 2017), including the Student Innovation Competitions for college and public school students, the Winthrop Innovation Panel, and Entrepreneurship Day at the Applied Technology Center.
- Launch the Business Growth Academy program to assist small business owners (by January, 31, 2017).
- Provide active support and collaboration on the monthly 1 Million Cups program (by December 31, 2017)
- Effectively market Rock Hill as a location for business relocation, expansion and investment.
  - Complete new www.RockHillUSA.com website (by June 30, 2017)
  - Implement marketing plans in support of the www.JobsRockHill.com website.
  - Implement tasks in support of new strategic marketing plan:
    - Complete and approve a three year marketing collateral plan (by March, 2017)
    - Communicate and market the plan to target audiences (by June, 2017)
- Implement RHEDC's Financial Management Plan, as a means to build financial capacity for new economic development investments.
  - Sell the former Red Coach site on East Main Street (by December 31, 2017)
  - Adjust reserve funds and manage financial risks as described in the Financial Management Plan (by December 31, 2017)
  - Make progress towards RHEDC's goal of building its net assets to \$4 million by 2018 (by December 31, 2017)
- Through the Rock Hill Designs initiative, provide leadership for public and private investments that enhance the quality of life in Rock Hill.
  - Support and advocate for the construction/installation of the design for the Knowledge Park Roundabout (by December 31, 2017)
  - Attract donations of at least \$8,500 to the Barre Mitchell Community Initiatives Fund to support quality of life initiatives (by March 31, 2017)
  - Complete the conceptual design of the Bleachery Heritage Park, in conjunction with the Bleachery Heritage Project (by December 31, 2017)
  - Participate in the selection and celebration of the 2017 Local Heroes for the Freedom Walkway.
- Support the Knowledge Park initiative through planning, communications and partnerships.
  - Convene stakeholders to discuss next steps in the revitalization of Old Town. (by June 30, 2017)
  - Develop a communications plan to share the successes and opportunities of Knowledge Park with the community. (by December 31, 2017)
  - Develop recommendations for incentives/public investments that are appropriate to support the economic development goals of Knowledge Park. (by December 31, 2017)
  - Recommend specific actions by RHEDC and/or the City for assisting private developers to meet the space needs of entrepreneurial businesses in Knowledge Park. (by June 30, 2017)
- Create and implement strategies for engaging the broader business community in conversations about economic development and the needs of local businesses. Must assign to a committee.
  - Consider hosting a hospitality tent for local business leaders at the 2017 BMX World Championship event. Note: This is an activity that will require significant Board participation.

- Define the current state of outreach to the existing business community in Rock Hill, and consider options to enhance communication and education regarding economic development matters.
- Develop a system for benchmarking announced jobs and investment figures against earlier years and make regular reports.

Consider Approval of the 2017 RHEDC Goals

- The Executive Committee presented a motion to approve the 2017 Goals. The motion was seconded.
- The motion was unanimously approved.

A reminder that the annual joint meeting with City Council is tomorrow morning at 8:00am at the City Club. We will review our 2016 accomplishments and present them with our 2017 goals.

**VI. Adjourn**

- There being no further business to come before the Board, the meeting was adjourned at 1:11 pm.

*Informational Presentation on Sharing Work Space with Collision Co-Work -- Mark Mayfield*

- Mark reviewed the features to be offered in Knowledge Park at 116 E Main Street for co-working space.
- The web site [www.collisioncowork.com](http://www.collisioncowork.com) lists prices, features and has a video tour of the offices.

Respectfully submitted,

David B. Vahaun  
Secretary/Treasurer

Upcoming Events:

**Wednesday, January 11, 2017, 8:00 am**

Tuesday, February 7, 2017, 12:00 pm

Tuesday, March 7, 2017, 12:00 pm

**RHEDC Board and City Council Joint Meeting**

RHEDC Board Meeting AT PALMETTO ROOM

RHEDC Board Meeting AT PALMETTO ROOM