

The regular monthly meeting of the Board of Directors of the Rock Hill Economic Development Corporation was held on Tuesday, June 6, 2017 at The Palmetto Room at Old Town. Notice of the meeting was sent to all members, City Council, media and interested citizens. Notice was posted at City Hall on June 1, 2017.

**RHEDC Board Members Present:**

Greg Austin	Randy Graham	Cathy Weaver
Tim Baldwin	Melanie Jones	Chad Williams
John Black	Luanne Kokolis	Rob Youngblood
Myron Brown	Dan Mahony	
Bev Carroll	Kerry Mast	
Elaine Copeland	Jim Reno	
Matt Dosch	David Stringer	
Doug Echols	David Vehaun	

**RHEDC Board Members Absent:**

Eddie Boulware	Warren Norman	Dave Williams
Bud Dark	Lisa Meadows	
Dawn Johnson	Toy Rhea	
Allan Miller	Andy Shene	

**Others Present:**

Stephen Turner, RHEDC Executive Director	Frank Keel, Dev Mgr
David Thackham, The Herald	Donnie Messer, Proj Design Mgr
Steven Gibson, Assistant City Mgr	Cathy Murphy, Dev Mgr
David Warner, Dir Tech Incubator	Jodie Kelly, Office Manager
Sally Baker, Financial Analyst	David Lawrence, Development Mgr
Skip Tuttle, Tuttle Co.	Laura Little, Key Accounts Coordinator
Wes Tuttle, Tuttle Co.	Teresa Thomas, Lindsey Graham Office
Robert Alexander, Coroplast	Jeremy Winkler, City mgmt.
Sonja Burris, York CVB	Janis Pendleton, Clinton College
Mari Doroud, Insignia Group	Kim Shepard, Clinton College
Rick Norwood, Dir of Industrial Recruitment	Emily Burns, City mgmt
Martin Lane, Proj Specialist	
Lynda Burke, SCDEW	

**I. Call to Order**

Chairman Greg Austin called the meeting to order at 12:23 pm and welcomed RHEDC Board Members and guests.

**II. Approve Minutes of May 2, 2017 Regular Monthly Meeting**

The Minutes of the May 2, 2017 Board Meeting were emailed to the Board on June 2, 2017. A motion was made and seconded to approve the minutes as presented. The motion was approved unanimously.

**III. Prospect Reports/Project Updates**

*Strengthening Economic Base – Rick Norwood*

- Active Projects: 15 totaling 1,027 new jobs and \$138 million investment
- Legacy Park Prospect Activity is steady
- TechPark North property under contract
  - 15 jobs, \$3 million investment
- Atlas Copco Grand Opening
  - 400 jobs, \$25 million investment
- Waterford Spec #2
  - 5 new prospect visits
- Three Existing BRE calls in May

*Knowledge Park – David Lawrence*

- Lat Purser and Associates/The Tuttle Company continue the construction of 89 apartment units at 108 East Main Street. Construction is expected to be complete at year-end. Various public improvements (walkway next to the building, sidewalks, on-street parking, landscaping) are planned as well
- University Center
  - City Council approved the lease for the new sports arena (140,000 sq. ft.) in April.
  - City Council created the University Center Municipal Improvement District to provide for additional financial support for the public improvements to be installed.
  - Phase I infrastructure work starts now. The work includes the installation of roads, water services, storm water facilities, and sanitary sewer lines.
  - The Lowenstein Building is set to open this fall to its first tenants.
  - The contract for the hotel to be located adjacent to the sports arena has been signed with the developer.
  - Design work on the first parking deck to be located on the property is well underway.
  - Progress is being made related to the development of the first student housing building.
  - Bleachery Heritage Committee working on the future installation of historical items across the site.
- Walker Parking Consultants is completing a diverse scope of work associated with an assessment/redesign of the downtown parking system. The scope of work includes recommendations on policies concerning new development, financing for operations and capital projects, enforcement approaches, etc. The scope of work has been expanded to include an analysis of the parking to serve University Center and other redeveloping areas located between the downtown core and University Center.
- Redevelopment and Business Assistance
  - Staff is working with real estate developers who have expressed interest in other development sites (Annex site, former Red Coach site, former Good Motors, etc.) located within Knowledge Park.
- Knowledge Park – Planning
  - Preparing for the next steps in the development of Knowledge Park in consultation with Knowledge Park Leadership Group. Strategies proposed for 2017-2019:
    - Growth of businesses: incentives, co-working/landing spaces, expand TI Center
    - Supply talent: grow Talent Pipeline Program, capitalize on talent living here

- Develop amenities: attract retail/restaurants, support additional housing development
- Expand redevelopment to new areas: create redevelopment plans, expand Facade Rehabilitation Grant Program
- Connectivity: develop and implement connectivity plan
- Marketing: Aggressive marketing
- Supporting redevelopment planning (parking, tax credits, building improvements, target uses, etc.) efforts underway in regards to the Springs Creative Distribution Center property (400,000+ sq. ft.).

*Technology Incubator – David Warner introduced Robert Alexander of Coroplast*

- 5/3 Participated in the 5th monthly 1 Million Cups pitch event
- 5/9 Participated in the first annual SC Launch Summit hosted in Columbia
- 5/15 Hosted a status update meeting with the York County Economic Development staff at the TI Center.
- 5/16 Worked with new client company, TCO Toolkit and SC Launch representative Lee MacIlwain to prepare the pitch to SC Launch.
- 5/19 Consulted with an upcoming Clemson MBAe graduate regarding the business model for a major new water recreation venue.
- 5/23 Met with Insignia to plan the impending graduation from the TI Center and celebration for their new deal to launch a new tech company.
- 5/24 Accompanied new client company TCO Toolkit to Columbia for its membership and grant pitch to SC Launch.
- 5/25 Hosted the Knowledge Park Fun Tour for middle school students and teachers participating in the Student Innovation Competition event in March.

**IV. Committee Reports**

*Finance – Beverly Carroll*

- The Finance Committee met on June 1, 2017.

Financial Statements

- The Statement of Financial Position for April 3, 2017 and Budget Reports for the month of April 2017 were emailed to the board on June 2, 2017.
- Items of note included:
  - Statement of Financial Position for April 30, 2017. Items of note included:
    - All of the payables due to Cope for the Waterford Spec building have been paid
    - Remaining April payables are for the final infrastructure grant payment due to Scannell (paid in May)
- Budget Report: Sally also reviewed the Profit & Loss Budget vs. Actual for the year to date through April 30, 2017. Items of note included:
  - Primary income: sale of Legacy West Parcel F (reported last month) and the annual non-refundable holding fee for Legacy West Parcel A; and
  - Primary expenses: Talent Pipeline program, Technology Incubator programs and legal fees.
  - Also noted: the Board had previously approved a Jumpstart grant of up to \$808.61 to Nailed It DIY for their grand opening in March. The final grant request totaled \$432.32, leaving \$376.29 available for a future Jumpstart grant.

- The Finance Committee also reviewed a draft of the 2016 audited financial statements. The audit report and the 990 will be presented at the August regular board meeting.
- The Finance Committee presented a motion to approve the Financial Reports from April 30, 2017. The motion was unanimously approved.

Legacy Business Park

- Legacy East:
  - Purchase of Tract 1 – On May 19th, RHEDC completed its purchase of a 26.72 acre parcel in Legacy East (approved at the last board meeting).
- Consider Amendment to Contract for Sale of 507 E. Main
  - The Committee reviewed a draft First Amendment to the Agreement for Purchase and Sale with Cityview Builders (a copy is in your board packets).
  - The amendment will extend the inspection period from 120 days to 180 days to allow for completion of rezoning and other pre-development tasks.
  - The amendment will require Cityview to provide additional financial commitment during the extended inspection period.
- The Finance Committee presented a motion to approve the First Amendment to the Agreement for Purchase and Sale with Cityview Builders, with the approval subject to any final revisions recommended by RHEDC's legal counsel. The motion was unanimously approved.

*Quality of Life – Melanie Jones*

- Goal: Establish an ongoing process for creating public spaces that represent the people of Rock Hill
- 3 Pilot Projects
  - Freedom Walkway
  - Knowledge Park Roundabout
  - Bleachery Heritage Park
- Special Funding
  - These are City projects, the City is funding construction costs
  - Community engagement and design costs funded in part by Barre Mitchell Community, Initiatives Fund, National Endowment for the Arts, Arts Council of York County
- Benchmarks for Evaluation
  - Did these projects successfully and meaningfully engage the community in their design?
  - Do these projects create meaning and understanding of the people, events and culture that have shaped the development of Rock Hill?
  - Has the special focus on art and design created value? Relative to the cost?
  - What has been the public response to each project? Has there been criticism related to cost or the level of community engagement?
  - Can the lessons of these projects be replicated in an on-going process of “Locally Created, Locally Inspired” art and design?
- Results of The Evaluation
  - High quality designs have been enthusiastically received by the community
  - The designs have engaged the community and are meaningful to its citizens
  - The designs have added value to otherwise vanilla public investments
  - No controversy about designs or costs
  - Well-conceived art and design do not equate to wasteful public spending

- Achieved the goal of “Locally Created, Locally Inspired” designs
- Lessons Learned
  - Engaging citizens in the design of public projects adds value and meaning
  - Engaging citizens takes a significant commitment of time and resources – could not happen with volunteers alone
  - Three projects in three years is too much – community engagement takes time
  - Good design, based on local values, does not have to add significant costs to a project
  - Many other communities have formal policies and funding in place to support high quality design

***Art Sustainability - Mayor Doug Echols***

- To build a framework to establish a sustainable process for integrating arts in the community
  - Awareness
    - Involve New People + Businesses, Market Existing Art, Increase Mass of Public Art
  - Perception
    - Broad Appeal, Community-wide, Economic Impact Role
  - Destination
    - Rock Hill ‘Niche’, New Art Businesses, Art-Focused Event

***Innovation – Matt Dosch***

- Will be using etsy grant to develop a two year program. A question was asked about getting older students from Clinton College involved and will make sure part of partnership.

***Marketing – Cathy Murphy***

- The jobs website is working and continues to get good feedback. Need to help build a steady supply of jobs and candidates. 2,000 candidates are now listed on the site. The cost is only \$300 per year to place unlimited ads.
- Social media is actively growing on Facebook and Linked In and Twitter. Please join, visit and like to help grow.
- New RHEDC website expected to launch in July.
- New Goal: Create and implement strategies for engaging the broader business community in conversations about economic development and the needs of local businesses.
  - Hospitality tent for local business leaders at the 2017 BMX World Championship event.
  - 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.
- Spreading RHEDC’s message through Social Media. Door prize drawing held for Like/commenting on Facebook <https://www.facebook.com/RockHillUSA/>.

**V. Other Business**

- In past years we have not held a meeting in July. Greg Austin presented a motion to approve the cancellation of the July meeting. The motion was unanimously approved.
- A reminder to RSVP for our monthly meetings and please donate to the Barre Mitchell Community Initiatives Fund to help us reach the 100% participation goal.
- The annual meeting is scheduled for June 13<sup>th</sup>.

**VI. Adjourn**

- There being no further business to come before the Board, the meeting was adjourned at 1:27 pm.

Respectfully submitted,

David B. Vehaun  
Secretary/Treasurer

**Upcoming Events:**

Tuesday, June 13, 2017, 5:30 pm.....RHEDC Annual Meeting AT MILLSTONE  
Tuesday, August 1, 2017, 12:00 pm ..... RHEDC Board Meeting AT PALMETTO ROOM  
Tuesday, September 5, 2017, 12:00 pm..... RHEDC Board Meeting AT PALMETTO ROOM