



ROCK HILL ECONOMIC DEVELOPMENT CORPORATION
Board of Directors Meeting

December 3, 2024

The Rock Hill Economic Development Corporation (RHEDC) Board of Directors met on Tuesday, December 3, 2024, at 12:00 pm in-person at The Gathering Space at Kounter. Notice of the meeting was sent to all RHEDC members, City of Rock Hill Economic Development staff, and media.

RHEDC Board Members Present:

John Black, City Council	Jack Leitner	Dr. Edward Serna
Joanne Fockler	Dr. Stacey Moore	Justin Smith
Jerrienne Jackson	Jim Reno, City Council	David Vehaun, City Manager

RHEDC Board Members Absent

Robert Alexander	Will Garrison	Dr. Lester McCorn
Matt Dosch	Joel Hamilton	Wes Tuttle
Dean Faile		

Others Present:

Mike Anderson	Steven Gibson, Staff	Brandon Murr
Monica Anderson	Stacie Harrison	Rick Norwood, Staff
Lisa Brown, Staff	Tammy Hayes	Katie Quinn, Staff
Lynda Burke	Amanda Heckroth, Staff	Grazier Rhea
Melanie Cooper	John Holcomb	Toy Rhea
Ray Crabb	Matthew Kreh, Staff	Quanisha Savage
Ed Duffy	Joe Lanford	Anthony Smith
Jason Flora, Staff	David Lawrence, Staff	Joy Smith
Tom George	Nathan Mellichamp	Max Watson, Staff
John Gettys, Mayor	Allan Miller	Elaine Wilmore, Staff
	Thomas Monroe	

I. Call to Order and Welcome.....Joanne Fockler

The meeting was called to order at 12:17 pm. RHEDC Board Members and guests were welcomed. Joanne Fockler recognized a visitor, Monica Anderson from Tennessee, who was visiting Rock Hill to explore it as a potential business expansion location.

II. Approval of October 1, 2024 Board Meeting Minutes.....Joanne Fockler

Review and Consider Approval of October 1, 2024, Board Meeting Minutes
Motion made by Jim Reno, second made by Dr. Edward Serna. All in favor, motion carried.

III. Approval of September 30, 2024 Financial Statements.....Lisa Brown

Review and Consider Approval of September 30, 2024 Financial Statements.
Motion made by Jim Reno, second made by Jack Leitner. All in favor, motion carried.

IV. Committee Updates

Focus on Workforce Development.....Thomas Monroe

Thomas Monroe shared updates on the work of the Workforce Development Committee. He thanked the members of the committee for their efforts and involvement. The project being pursued has many partners and there is a diversity amongst the stakeholders. There are four subcommittees (Skills Gap, Jobseeker Incentives/Resource Guide, Veterans Pipeline, Talent Pipeline) in operation now also. The Skills Gap Analysis has been looking at data to understand labor market challenges and opportunities. Educating parents and students about rewarding opportunities will be a future focus area. For jobseekers, the subcommittee is working to improve access to training resources, apprenticeships, internships and work-based learning. The veterans assistance will be provided through a Veterans Workforce Collaborative as a pathway. Career exploration efforts will create opportunities for students and parents to learn about today’s career pathways in healthcare, technology and manufacturing. The Talent Pipeline has secured funding through United Way and York County CDBG funding. Talent Pipeline was re-deployed in Fall 2024.

Proposed FY2025/FY2026 RHEDC Goals.....Lisa Brown

An overview of the proposed goals was given, including:

Full Board & Executive Committee: Provide financial oversight, institutionalize the Nominating Committee, deploy marketing materials and host at least one familiarization tour for real estate brokers, site selectors, brokers.

Workforce Development Committee: Engage with five partner employers to understand barriers for workforce programming. Develop and deploy a communication plan to reach parents and students about career opportunities. Seek additional funds and further develop the Talent Pipeline Program.

Small Business and Entrepreneurship Committee: Present recommendations on how to assist small business to City Council. Co-host at least three small business events. Create a video series highlighting local small businesses. Support a Shop Local Campaign and support Small Business Week. Host an event in an underutilized downtown commercial space. Complete a small business/retail assessment to determine gaps and market opportunities. Develop wayfinding signage to highlight assets in downtown Rock Hill.

Placemaking Committee: Support City staff and officials with the Storyline Initiative. Develop a city-wide placemaking asset inventory with a maintenance schedule. Work with the Women’s Art Initiative to see at least one new project completed. Complete improvements to at least one alley. Develop two murals or placemaking sites with the Clinton ConNEXTion. Create a conceptual plan for the Music/Cultural Trail on the Southside.

Investment and Development Committee: Identify at least one development opportunity to pursue in conjunction with City of Rock Hill. Move forward with the development of Aspen Business Park. Move forward with mutually beneficial redevelopment projects. Develop a Voluntary Cleanup Contract (VCC) policy and program documents. Inventory brownfield sites across the city with redevelopment potential. Execute at least one VCC partnership agreement. Establish a Life Science Advisory Committee to work on the recruitment of life science industries. Identify ways to support long-term beautification of entrance ways into Rock Hill. Identify actions to implement recommendations made in the Technology Business Recruitment Strategy.

An opportunity was given for additions or edits to be made to the proposed goals. There were no comments made. Motion to approve the proposed RHEDC goals made by Jack Leitner, second made by Dr. Edward Serna. All in favor, motion carried.

V. **Other Business**.....*Mayor John Gettys*

Mayor John Gettys introduced the Storyline Initiative. The Storyline will be an opportunity for Rock Hill to express itself. It will allow the community to grow following a series of investments in the downtown. A video was presented explaining the history, location, purposes, design and future of the Storyline Initiative. The project begins now and community engagement will be a significant part of the project. Comporium Communications gave \$25,000 to support design work on the Storyline Initiative.

Joe Lanford gave his thoughts about the Storyline Initiative. He gave a presentation about the RHEDC’s history and the City-RHEDC relationship. Efforts to be the best city located around Charlotte were highlighted.

A Key to the City was presented to Joe Lanford for his many years of service to lead and improve Rock Hill. Mayor John Gettys presented the key. All in attendance gave Joe Lanford a standing ovation.

VI. **Adjournment**

Joanne Fockler adjourned the meeting at 1:30 pm.