



**ROCK HILL ECONOMIC DEVELOPMENT CORPORATION**

**Executive Committee Meeting Minutes**

**November 4, 2025**

The Executive Committee meeting was held on Tuesday, November 4, 2025, at noon in City Hall Room 373.

**Committee Members Present:**

Robert Alexander  
John Black  
Joanne Prinsloo

Joel Hamilton  
Justin Smith

Dr. Stacey Moore  
Jim Reno

**Others Present:**

Lisa Brown  
Jason Flora  
David Vehaun

David Lawrence  
Daimen Hoover

Rick Norwood  
John Gettys, Mayor

- I. **Call to Order:** The meeting was called to order by Robert Alexander at 12:07 pm.
- II. **Approval of Minutes:** Motion to approve the minutes of the September 2, 2025, meeting made by Dr. Stacey Moore, second by Jim Reno. All in favor, motion carried.
- III. **Financials – Daimen Hoover**
  - a. **Review and Approval of Financial Reports as of: September 30, 2025**
    - I. Review of SFP as of September 30, 2025 – No significant changes as of July 31, 2025.
    - II. Review of SOA as of September 30, 2025 – No significant transactions as of September 30, 2025
    - III. Motion to approve the Financial Reports as of September 30, 2025 made by Dr. Moore, second by Dr. Joanne Prinsloo. All in favor, motion carried.
  - b. **FY2025 Draft Audit – Daimen Hoover**
    - I. Staff have preliminarily reviewed and there are no significant issues; adjusting journal entries have been made.
    - II. Seeking approval of the audit draft so that the 990 can be completed and the audit finalized at the December RHEDC full board meeting
    - III. Executive committee recommended to get clarification on a few points and vote to be held electronically.
      1. Question: What does the statement related to second opinion mean? Does this include bookkeeping?
        - a. Please see response “It is standard language and is meant in regards to second opinion of assurance services (audits/reviews).”
      2. Question: What is the adjusting journal entry related to Bad debt that is being moved to loss on investment encapsule?

- a. The adjusting journal entry that is \$18,750 bad debt expense/loss on investment JE is related to the amount paid from the joint investment fund with the City of Rock Hill. This is related to a \$18,750 transaction that was recorded on the city side but not the RHEDC in 2024. This should have been recorded in the PY but was not recorded in the books. I looked more into this transaction when the Joint venture fund payment was received the City reduced this every year due to payments on the Annex site and was related to the Lee Street Annex site. I recorded this as bad debt expense originally and highlighted it to the auditor because it was recorded as an expense category when I looked at the similar transactions from 2022 and 2023. However, since it was not recorded in 2024, I thought bad debt expense was the correct category. Elizabeth said the correct way to record this transaction was as a loss in investment.
  3. What is the remaining difference in the loss on investment other than \$18,750 referenced?
    - a. The remaining \$2,082 in Loss on investment is from Old Town Development Corporation LLC, which is owned by RHEDC. It is currently not active and has historically been used as a way to hold certain land or operate other related transaction. We keep the LLC operating in case the need for it arises again, so it must file a tax return annually and has other small operating expenses. Since the LLC is owned by RHEDC the costs are recorded as a loss on investment.

#### IV. Old Business –

##### a. Barre Mitchell Fund - Daimen Hoover

- I. Previously was fundraiser effort by RHEDC Quality of Life Committee
- II. Mission Statement: The Barre Mitchell Community Initiatives Fund provides financial support for projects that enhance quality of life and support significant economic development goals in Rock Hill.
- III. While the first project was the creation and installation of a public art project depicting Rock Hill's Civil Rights history to enhance the Woolworth Walkway area this fund is not only limited to art initiatives.
- IV. Currently has \$9,906.25
- V. Funds could be used for workforce development or placemaking initiatives.
- VI. Executive committee believes while this is still a valuable initiative there is no desire to fundraise money. The current money will still be used for public art and could potentially transition this fund to another organization.

##### b. Amendment to Winthrop endowment Agreement – Lisa Brown

- I. In 2003, RHEDC established an internship endowment with Winthrop's Foundation for \$100k. Fund can distribute 4% annually
- II. Seeking an amendment to the endowed fund to have more flexibility in how funds can be allocated instead of just for an intern.
- III. Current language: "The purpose of the fund is to provide an internship or directed research project for a Winthrop student with the RHEDC. If there is a year that the RHEDC does not have an immediate need for this position, they will have the opportunity to reassign the position to another organization for the benefit of economic development within Rock Hill."
- IV. Proposed: "The purpose of the Fund is to provide support for student experiential learning opportunities, including but not limited to internships, entrepreneurial experiences, and directed research projects, that advance the mission and programs of the Rock Hill Economic Development Corporation (RHEDC) and promote economic development within the Rock Hill community."
- V. Motion to approve the amendment to Winthrop Endowment Agreement was made by Jim Reno, second by John Black. Vote passed in majority favor, motion carried.

## V. New Business/Other

### a. Draft FY27 Goal from Committees

- I. Full Board + Executive Committee
  1. Mission: Provide leadership support, strategic direction, advocacy, and financial support to the RHEDC Board and Committees.
  2. Overarching
    - a. Industrial Site Suitability Analysis. Complete an industrial product development inventory with relevant data points by 6/30/26.
    - b. Engagement Strategy. Develop an engagement strategy for full board members into RHEDC committees, special events (including hosting an annual State of the City event), and other economic development related initiatives by 12/31/26.
    - c. Industrial Advocacy. Advocate to relevant stakeholders about the importance and need for additional industrial product, including publicly owned land, by 6/30/27.
    - d. Financial Oversight. Quarterly review financial information and metrics related to all grant applications, grant deployment, programmatic efforts, and grant opportunities.

Notes on goals from Executive committee: Engagement Strategy 06/30/2026 to align with new board member switch at fiscal year.

### II. Workforce Development Committee

1. Mission: Facilitate community-wide engagement and programming to strengthen the Rock Hill workforce.
2. Business Support
  - a. K-16 Engagement. Facilitate at least three employer and K-16 events to educate and strengthen the alignment between the city and the recruitment of key industries including life sciences and advanced manufacturing by 12/31/26.
  - b. Employer Engagement. Engage with five partner employers to understand what barriers exist in the provision of workforce programming such as internships, apprenticeships, on-the-job training, etc. (aligns with creating pre-apprenticeship program) by 12/31/26.
  - c. Employer Resource Guide. Partner with SC Works to complete an Employer Resource Guide for the Catawba Region to coincide with communicating region-wide access to resources in education, economic development and workforce development by 6/30/27.
3. Talent Support
  - a. Veteran Employment. Align, facilitate, and work with local partners to implement the SC STAYS Program designed to increase veteran employment in the area by creating least five success stories by 12/31/26.
  - b. Youth Apprenticeships. Work with the Applied Technology Center, York Technical College, and Apprenticeship Carolina to build a youth pre-apprenticeship program with companies that includes salary plus cost of tuition for specific coursework with at least three manufacturing companies by 6/30/27.  
Communications Plan. Develop a communications plan (including social media) to target parents and students with information on career pathways for target industries (EPIC Challenge) and deploy two deliverables by 6/30/27.
4. Eliminated
  - a. From our prior FY25-FY26 goals, staff are proposing to eliminate these goals:
  - b. Phase out Talent Pipeline as we work to build the pre-apprenticeship program as our premier work-based learning initiative.
  - c. Secure additional funding for the FY26 deployment of the Talent Pipeline Program.
  - d. Explore opportunities for a comprehensive cohort effort with onboarding and soft skill development for the Talent Pipeline program.

- e. Align, facilitate, and support relationships between veteran employment resources and employers to support at least five success stories.

Notes on goals from Executive committee: Communications plan to 06/30/2026 but okay if two deliverables need to be for a later date for this goal.

### III. Small Business & Entrepreneurship Committee

1. Misson: Advocate opportunities to improve the success of small businesses including reducing operational barriers, enhancing partnerships, and promoting a holistic ecosystem for small businesses.
2. Ecosystem Building
  - a. Advocate for Small Business Ecosystem: Engage and present stakeholder-informed initiatives and recommendations to city and county leadership to support policies and programs that strengthen small business and entrepreneurship by 12/31/26.
  - b. Cultivate a Thriving Entrepreneurial Ecosystem: Host at least three (3) entrepreneurial/small business outreach events (including Shop Local campaign and Small Business Week) annually that engage diverse industries, geographies, and business stages while tracking participation metrics annually.
  - c. Increase Committee Visibility: Create and implement a communications strategy to reach 15% more businesses through newsletters, media, and outreach events by 6/30/27.
  - d. Strengthen Business Connections: Develop a focused engagement strategy (per Rock Hill Rising report, Entrepreneurship 3.7) to foster meaningful collaboration between established and emerging businesses by 6/30/27.
3. Programmatic
  - a. Expand Student Made: Expand Student Made Rock Hill to incorporate York Technical College and Clinton College students by 12/31/26.
  - b. Future of Student Made: Explore opportunities for the program to expand to a larger space with a basic feasibility study completed by 6/30/27.
4. Eliminated
  - a. From our prior FY25-FY26 goals, staff are proposing to eliminate these goals:
  - b. Retail Assessment. Complete a retail/small business assessment (including recommendations) to determine gaps and complementary businesses  
Rationale: The committee's priorities have shifted to more

engagement and awareness initiatives. Funding the study is also a concern.

- c. Wayfinding Signage. Develop a proposed wayfinding signage plan for consideration, highlighting assets in Downtown Rock Hill.

Rational: The Committees recommends putting this goal on hold until there is more clarity on the Storyline efforts and what type of wayfinding will be developed. Also, the Tourism Marketing Plan may address this need or guide the type of wayfinding needed.

Notes on goals from Executive committee: Strengthen business connections goal to 6/30/2026 or staff find a way to break into subgoals to work with between overarching 06/30/2027 goal

#### IV. Placemaking Committee

1. Mission: Support efforts to create a sense of place in Rock Hill through public art, landscaping, and unique attributes.
2. Citywide
  - a. Southside Music & Cultural Trail: Support the Southside Music & Cultural Trail by actively participating in at least one implementation project by 6/30/27.
  - b. Public Art Policy Recommendations: Develop and present to City Council up to three recommendations for sustainable public art funding models and policy enhancements by 6/30/27.
  - c. Murals: Collaborate with Women’s Art Initiative (WAI) on at least one (1) annual project by 6/30/27.
  - d. Aligning Placemaking Efforts: Actively support and align with city and county efforts focused on connectivity, livability, and placemaking development by providing biannual updates.
3. Downtown
  - a. Cultural District Recertification: Prepare for 2027 Cultural District recertification by assessing current assets, adding new ones, and exploring opportunities to expand the district footprint by 5/31/27.
  - b. Alleyways: Advance the “Alleyways Reimagined” initiative by continuing to activate and enhance alley spaces as vibrant, creative, and community-oriented public places through the completion of one alleyway by 6/30/27.
  - c. Storyline: Support city efforts with the development and implementation of the Storyline initiative as needed, with biannual updates.

Notes on goals from Executive committee: Get rid of mural in WAI goal because WAI would like to be known for more than murals, Joanne suggested projects

- V. Investment & Development Committee
  - 1. Mission: Advance Rock Hill's economic interests through proactive development planning, identifying brownfield clean-up opportunities, monitoring business recruitment activities, and advancing collaborative public-private partnerships.
  - 2. Development
    - a. Southside Investment. Develop recommendations on three public private partnership opportunities for business investment at key Southside nodes by 12/31/26.
    - b. Voluntary Clean-up Contracts (VCC). Identify top potential VCC sites with strong development potential. Execute at least one VCC partnership agreement under the VCC policy and program by 12/31/26.
    - c. Aspen Business Park. Move forward with actionable steps on the development of Aspen Business Park with quarterly updates related to infrastructure and/or marketing.
    - d. Public-Private Development. Strategically move forward with mutually beneficial redevelopment opportunities (with property owners, developers, etc.).
  - 3. Marketing and Business Attraction
    - a. Email Marketing. Create an email marketing campaign about the state of economic development in Rock Hill and deploy at least monthly by 6/30/26.
    - b. Technology Business Recruitment. Identify specific ways in which RHEDC can support the implementation of recommendations from the Technology Business recruitment strategy by 12/31/26.
    - c. Marketing Collateral. Deploy at least two additional print or digital marketing collateral items per year.
- VI. Motion to approve the Fiscal Year 2027 RHEDC Goal with recommended changes. Motion made by Joanne Prinsloo, second by Dr. Stacey Moore. All in favor, motion carried.

b. Future RHEDC Business Model

- I. Request to discuss future business model in coming 5 years + beyond (after Aspen Business Park, what is the future?)
- II. Brought up as a thought for others when discussed in future meetings.

VI. **Adjourn:** Robert Alexander adjourned the meeting at 1:43 pm

<u>Upcoming Dates</u>	<u>Details</u>
<b>Committee Meetings:</b>	
Investment and Development	City Hall Room 373 – November 20th, 3pm
Placemaking	City Hall Room 373 – December 17th 2:30pm
Small Business/Entrepreneurship	TBA – November 19th, 8:30am
Workforce Development	Manchester Meadows Soccer Complex Upstairs - October 25th, 9am
Full RHEDC Board	Kounter’s Gathering Space – December 2nd, 12pm
<b>Events:</b>	
Shop Local Campaign Kick Off	Hoppin – November 6th, 5:30pm
Southside Music & Cultural Trail	Emmett Scott – November 18th, 5:30pm
Tinsel & Toast – A Winter Soirée	The White Home – December 11th, 6pm