

**ROCK HILL ECONOMIC DEVELOPMENT CORPORATION**  
**Regular Monthly Meeting**

**June 7, 2016**

The regular monthly meeting of the Board of Directors of the Rock Hill Economic Development Corporation was held on Tuesday, June 7, 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 May 31, 2016.

**RHEDC Board Members Present:**

Greg Austin	Elaine Copeland	Toy Rhea
Tim Baldwin	Lee Gardner	Alice Rigdon
John Black	Dawn Johnson	Andy Shene
Eddie Boulware	Dan Mahony	David Vehaun
Jason Broadwater	Kerry Mast	Chad Williams
Myron Brown	Warren Norman	Rob Youngblood
Bev Carroll	Jim Reno	

**RHEDC Board Members Absent:**

Eddie Brown	Luanne Kokolis	Cathy Weaver
Brian Crenshaw	Allan Miller	Dave Williams
Doug Echols	Greg Rutherford	Gary Williams
Randy Graham	David Stringer	

**Others Present:**

Sally Baker, Financial Analyst  
Sonja Burris, Rock Hill/York County CVB  
Vickie Conner, City of Rock Hill  
Mike Crowder, WRHI  
Chris Edwards, City of Rock Hill  
Amy Faulkenberry, Piedmont Medical Center  
David Lawrence, Knowledge Park Development Manager  
Susan Lyle, Performance Manager  
Amy Massey, Kimley-Horn  
Michael Loffredo, CN2  
Bristow Marchant, The Herald  
Lisa Meadows, Rock Hill/York County CVB  
Cathy Murphy, City of Rock Hill  
Rick Norwood, Director of Industrial Recruitment  
Janis Pendleton, Clinton College  
Hannah Smith, City of Rock Hill  
Teresa Thomas, Office of Senator Lindsey Graham  
Skip Tuttle, The Tuttle Company  
Wes Tuttle, The Tuttle Company  
George Ward, J.M. Cope  
David Warner, Technology Incubator Director  
Jeremy Winkler, Intergovernmental Manager

**I. Call to Order and Welcome**

Chairman Greg Austin called the meeting to order at 12:10 pm and welcomed RHEDC Board Members and guests.

**II. Approve Minutes of May 3, 2016 Regular Monthly Meeting**

The Minutes of the May 3, 2016 Board meeting were approved as submitted.

**III. Prospect Reports/Project Updates**

*Business Parks – Rick Norwood*

- Active Prospects: 16 totaling 2,375 jobs and \$117 million investment
- Active Projects: 15 totaling 1,305 jobs and \$150.7 million investment
- Active New Construction or Expansion projects in every Business Park
- Prospect interest already in RHEDC Spec and Scannell Spec

*Technology Incubator @ Knowledge Park – David Warner*

- Conducted a video shoot of the Technology Incubator and its programming for use at the Incubator Expo at Central Piedmont Community College in Charlotte
- Developed an approach with Cimplx to use GrowthWheel® materials for business coaching and corporate training
- Conducted a Business Growth Workshop entitled “Effective Market Positioning for Your Company”
- Facilitated a business coaching session with the top management team of Cimplx to evaluate the Product Portfolio aspects of the company’s operations.
- The next Business Growth Workshop will be held on Tuesday, June 28<sup>th</sup> on the topic of “Engaging and Validating Your Customers”

*Knowledge Park – David Lawrence*

- Lat Purser and Associates and The Tuttle Company are completing construction on 139 Main, a four-story mixed-use building. Leasing activity is taking place now. Concorde Construction is the general contractor.
- A Purchase and Sale Agreement for less than 1 acre located at 108 East Main Street (backs up to Black Street Parking Deck) was executed by City of Rock Hill with Lat Purser and Associates and The Tuttle Company. The developer is in an extended due diligence period to evaluate multi-family development on the property.
- A Brownfield Loan provided through the Catawba Council of Governments was approved and is ready to close. The loan, with the City of Rock Hill, will help the master developer lower the overall cost of abating lead-based paint and asbestos within the Lowenstein Building and the 1939 Building.
- Responses to an RFP seeking parking consulting services are due on June 14, 2016. The RFP contains a scope of work to provide recommendations on a revamped parking system in Knowledge Park including an examination of policies concerning new development, financing for capital projects, the designation of exclusive use parking spaces, enforcement approaches, etc.
- Staff is working with real estate developers who have expressed interest in other development sites (Annex site, TownCenter sites, former Good Motors, etc.) located within Knowledge Park.

**IV. Committee Reports**

*Finance – Greg Austin*

The Finance Committee met on June 2, 2016.

**Consider Approval of the April 30, 2016 Financial Reports**

The committee reviewed and approved the Budget Report for April 2016 and the Innovation Challenge Grant report dated May, 2016.

The Finance Committee presented a motion to approve the April Budget Report, and the Innovation Challenge Grant report. The motion was unanimously approved.

The Statement of Financial Position for April 30, 2016 was not available due to the late receipt of the closing statement for RHEDC's purchase of land on April 26. The April 30, 2016 Statement of Financial Position will be distributed prior to the next Board meeting.

**Barre Mitchell Community Initiatives Fund**

The committee reviewed a report on the Barre Mitchell Fund and RHEDC's Commitment to the Knowledge Park Roundabout Project: Staff reported that RHEDC had committed, by contract, to fund \$7,500 for the Rock Hill Designs/Roundabout project under the direction of the Quality of Life Committee. RHEDC's \$7,500 is part of a required match for a \$50,000 grant from the National Endowment for the Arts. The plan was that the \$7,500 would be provided by funds donated to the Barre Mitchell Community Initiatives Fund by RHEDC Board members and other community supporters. To date, \$6,325 has been pledged and \$5,975 collected. Less than one-third of RHEDC Board members have participated. If donations are not sufficient, it was agreed that RHEDC would be obligated to fund the shortfall from its other funds.

Mr. Austin made a strong appeal for additional financial contributions to the Barre Mitchell Community Initiatives Fund

**Update on the Waterford Spec Building #2**

RHEDC's legal counsel has completed all loan documents and submitted these to Santee Cooper for review and approval. Closing was expected to occur several weeks ago. At this time, Santee Cooper's attorneys still have not indicated when they expect to be ready to close the loan.

**Update on Legacy West Business Park**

- Purchase of Property from Williams Family: Staff shared the closing statement from the April 26 closing of RHEDC's purchase of property from the Williams and Lesslie Trust Partnerships et. al.
- Sale of Property to Scannell: Staff shared the closing statement from May 27 sale of property to SP Rock Hill Legacy I, LLC
- Santee Cooper Grant Application: Staff shared the core of the grant request to Santee Cooper for \$1.8 million in funds for infrastructure development. Santee Cooper received this grant request several weeks back. Informal responses have been favorable, but the schedule for approval of the grant is unknown.

*Innovation – David Lawrence*

- The Committee heard a report from Matt Dosch regarding a successful Teen CEO Day held on May 17. While the Innovation Committee did not run the program, they are highly supportive of the STEM Foundation's efforts and want to recognize their achievements. Over 2,100 8<sup>th</sup> grade students from our area participated in the event at Winthrop University. 36 employers presented information on their products and services with emphasis on what STEM careers are available. The students also received an engaging presentation on STEM careers, the future employment market and related topics. Many positive comments were received from the businesses, students, and school administrators. This event exposes students to local employers and career opportunities that they may not have thought about or even know exist.

- RHEDC is now in the last month to spend funding awarded under the SC Innovation Challenge grant. The Committee members who direct different programming under the grant are diligently getting the remaining funds committed. We have developed a good working relationship between Winthrop University, York Technical College, Rock Hill Schools, and others through this process. During the last few months, the leaders of different programs have worked cooperatively to reallocate funds where needed. We will have more educational camps this summer, additional STEM resources at Rock Hill Schools, and Fab Lab equipment at York Technical College. We also have several high school and college students placed in internships where they gain direct experience with local businesses. Using a Wells Fargo grant, we intended to continue the Talent Pipeline Program where college students engage in an internship-to-hire program.

*Marketing – Cathy Murphy*

In June 2015, RHEDC issued a RFQ for branding and marketing strategy and website development and receives; 19 responses were received from firms across the country. Atlas Advertising was selected to provide the branding and marketing strategy and Vision Internet for development of the new website. Atlas began work in June 2015 and completed the discovery brief, stakeholder interviews, and site selector surveys. In October Atlas presented their findings and work at the RHEDC retreat.

Based on their research, discussions at the retreat and work done by RHEDC staff, Atlas has developed the following:

**Creative Objectives:**

- Tell the Rock Hill story so that talent near and beyond know the reasons to believe and connect with this innovative place.
- Leverage our proximity to Charlotte, but distinguish what is unique and authentic.
- Honor our textile past but shift the primary focus of the brand to the future of Rock Hill and innovation.

**Brand Positioning:**

It's time to reconsider what you thought you knew about Rock Hill. Right where North and South Carolina meet, and in close proximity to Charlotte, this progressive place encourages big ideas and business innovation. With some of the area's brightest minds and most passionate visionaries, Rock Hill is quickly establishing itself as the regional center for technology and creativity. Combined with the area's most comprehensive array of outdoor amenities and a reimagined downtown, the transformative spirit is contagious.

**Tagline:**

Connecting Bright Minds and Big Ideas

The Committee presented a new logo for RHEDC and examples of print ads and billboards based on the creative objectives and brand positioning statement. The new logo, tagline and positioning statement will be presented for consideration at the annual meeting.

The next steps in the process include: Refining Advertising Concepts, Defining Marketing Strategy and Tactics, Developing an Implementation Calendar, Website Development, Jobs Website Development, and Rollout.

*Knowledge Park Leadership Group – Andy Shene*

Andy Shene reported on the recent approval of the Master Development Agreement by City Council which starts the redevelopment of the former Bleachery property by Sora-Phelps Rock Hill, LLC. He also reported on a well-attended public kick-off event held on May 23<sup>rd</sup> where Sora-Phelps Rock Hill announced the naming of the project as University Center, the addition of a large indoor sports facility,

and showed a marketing video about the project. Andy reminded everyone that Knowledge Park is much more than the 23 acres at the Bleachery site. The walkway and mixed-use building now under construction at 139 Main were highlighted as important investments to recognize. The other key initiatives beyond the redevelopment of real estate, those being infrastructure investments and talent development, were underscored as well.

**V. Consider Cancellation of July 5, 2016 Board Meeting**

Due to conflicts with the meeting date and the July 4th holiday the Board has not typically met during the month of July. Andy Shene presented a motion to cancel the July Board meeting. The motion was seconded by Warren Norman and the July 5 RHEDC Board meeting was cancelled by a unanimous vote of the members present.

**VI. Adjourn**

There being no further business to come before the Board, the meeting was adjourned at 1:00 pm.

Respectfully submitted,

David Vehaun  
Secretary/Treasurer

Upcoming Events:	<b>Thursday, June 16, 2016, 5:30 pm</b>	<b>RHEDC Annual Meeting</b>
	Tuesday, August 2, 2016, 12:00 pm	RHEDC Board Meeting
	<b>Friday, October 28, 2016, 8:00 am</b>	<b>RHEDC Annual Retreat</b>