



ROCK HILL ECONOMIC DEVELOPMENT CORPORATION

Board of Directors Meeting

February 6, 2024

The bimonthly meeting of the Rock Hill Economic Development Corporation (RHEDC) Board of Directors was held on Tuesday, February 6, 2024, at 12pm in-person at The Gathering Space at Kounter. Notice of the meeting was sent to all RHEDC members, City Economic Development staff, and media.

RHEDC Board Members Present:

Robert Alexander, Vice Chair	Joanne Fockler	Edward Serna
John Black, City Council	Will Garrison	Justin Smith
Matt Dosch, Chair	Joel Hamilton	Wes Tuttle
Dean Faile	Jack Leitner	

RHEDC Board Members Absent

Jerriane Jackson	Lester McCorn	Jim Reno, City Council
	Stacey Moore	David Vehaun, City Manager

Others Present:

Greg Austin, BRE	Nathan Mellichamp	Lisa Brown, Staff
Lynda Burke, WFD	Allan Miller, Placemaking	Mary Beth Edwards, Staff
Andy Clinton	Jeff Mixson, Guest	David Lawrence, Staff
Melanie Cooper, Placemaking	Thomas Monroe, WFD	Rick Norwood, Staff
Tyler Cupp, WRHI	Lain Reavis, BRE	Elaine Wilmore, Staff
Ray Crabb, SBE	Becky Ross, Guest	
Ed Duffy, WFD	Anthony Smith	Elsy Carpenter, City
Jaxon Etter, Guest	Paul Stratos, WFD	Niki Clevenger, City
Mike Geddings	Serena Williams, WFD	Leah Youngblood, City

I. Call to Order

The meeting was called to order at 12:15pm; RHEDC Board Members and guests were welcomed by Chair, Matt Dosch. Guests introduced: Becky Ross with Winthrop University. – Jeff Mixson and Jaxon Etter, both with Mixson Properties.

II. Approve Minutes

Approval of the December 5, 2023, *meeting minutes approved unanimously.*

III. Financials

- a. The financials as of November 30, 2023, were presented and approved unanimously.
 - i. No significant changes.
- b. Terry Lancaster, CPA, presented financial audit draft for Jan 2022 to Jun 2023. *Financial audit approved unanimously.*

IV. Planning Update.....Leah Youngblood, Planning & Development Director

- a. Recent Zoning Ordinance Amendments
 - i. Nonconforming Sites
 - 1. Fewer renovation and expansion projects required to bring nonconforming site elements into more compliance with current standards.
 - a. Basic maintenance, then 10% of \$100,000+
 - 2. Voluntary paving:
 - a. 50% less landscaping
 - b. Minimal stormwater improvements
 - c. Split-face block dumpster enclosures
 - ii. Residential Conversions
 - 1. Reduced standards for residential conversions to commercial uses:
 - a. Some gravel OK
 - b. Minimal stormwater improvements
 - c. Reduced buffer standards
 - d. 50% less landscaping
 - e. Roll carts OK for most offices
 - iii. Buffer Against Residential
 - 1. Small Commercial Uses
 - a. From 50 to 30 feet if less than 10,000 sf and allowed in Neighborhood Commercial or Neighborhood Office
 - 2. Large Commercial Uses
 - a. From 75 to 50 feet
 - iv. Single-family Residential
 - 1. Reduced required number of parking spaces
 - a. From 5 to 4 for detached
 - b. From 4 to 2 for attached
 - 2. 18-inch slab foundation allowed again instead of required crawl spaces
 - 3. Single and double garage doors allowed
 - 4. Instead of 50% porches, 100% prominent entries
 - 5. Townhouse communities can rent up to 25% of the units.

V. Committee Updates

- a. Business Recruitment & Expansion Committee.....Robert Alexander, Committee Chair
 - i. Cel-River ROW & Utility Easement – Waterford Park needs Site B Parcels 18 & 19 for ROW & Utility easement. They made an offer and RHEDC counter offered. Motion made to allow BRE to counteroffer as recommended by council with a provision to allow Chairman & Executive director further negotiations. *Motion approved unanimously.*

- ii. Active Projects/Shortlisted/Finalist – Presented details of thirteen projects, breaking out Shortlisted and Finalist. These seven are mostly for 2024.
- b. Placemaking Committee.....Melanie Cooper, Committee Chair
 - i. Southside Music and Arts Trail
 - 1. Preliminary thought is to tie historical/cultural assets along Crawford Road together as part of the CCAP.
 - 2. Applied for a Community Placemaking Grant, but did not receive it; trying to find an alternate path to accomplish this project.
 - ii. Corner Oasis (mural – Caldwell St at E White St)
 - 1. Women’s Art Initiative has committed \$12,000; as before, City will assist with equipment and base coats.
 - 2. Changing the artwork design to remove hands.
 - 3. An agreement with the artist (timeline, cost, design) is being finalized to complete the mural before BMX event in May.
 - 4. Seeking approval from the board to move forward with allocating an amount not to exceed \$12,000 from the Barre Mitchell fund.
 - 5. Member asked if a call had been put out for artist. Melanie explained that this project includes the artist and the mural as a combination and a call was put out.
 - 6. Matt Dosch explained this is the type of project the fund was created for and asked for a motion. *Motion made and approved unanimously.*
- c. Small Business & Entrepreneurship.....Ray Crabb, Committee Chair
 - i. Progress Update
 - 1. Working to identify and research the top six concerns/perceptions of operational barriers for small businesses across the city by 6/30/2024. 2023 Build to Scale Program recipient of \$50,000
 - a. Create Social District
 - b. Road Closures
 - c. Improved Communication with CORH
 - d. Rent increases
 - e. Incentives
 - f. Ideal Business Mix
 - 2. Goal is to present small business recommendations to City Council by 6/30/25.
 - 3. In addition to the Committee members, approximately 10 other small business representatives attended the recent January meeting.
 - ii. Gravity Center Event
 - 1. The Power of She – Celebrating the power, influence and industry changing creativity of women.
 - 2. Keynote Speaker – Molly Grantham
 - 3. March 14th – 8:30-11:30 AM at Baxter M Hood Center.
 - 4. Individual tickets are \$35, Tables and Sponsorships are available.
- d. Workforce Development.....Thomas Monroe, Committee Chair
 - i. Updates
 - 1. New Committee Members:
 - a. Dr. Felicia Robinson, Work-Based Facilitator, Applied Technology Center (ATC)
 - b. Rebecca (Becky) Ross, Director for Career Development and Internships, Winthrop University Labor Market Information group identified as a resource for the WFD committee.

- 2. Talent Pipeline Funding Opportunities
 - a. United Way Grant
 - b. CDBG Funding
- 3. Evaluating Career Exploration Tools to Educate Potential Students on the New Job
 - a. Career Village Online Platform
 - b. Virtual Reality Technology
 - c. RH School District
 - d. York Technical College
- e. Overarching RHEDC Efforts.....Lisa Brown, Executive Director
 - i. Marketing
 - 1. Re-branded RHEDC in 2016
 - 2. Moving forward with a RFP for a refreshed campaign and new collateral
 - 3. Focus on:
 - a. RHEDC history and initiatives
 - b. RHEDC committees and board members
 - c. Properties and business parks
 - d. Seeking approval from the board to move forward with RFP.
 - e. *Motion made and approved unanimously.*

VI. Other Business
NONE

VII. Adjourn

There being no further business to come before the Board, the monthly meeting was adjourned at 1:03 PM.