

GREENVILLE REDEVELOPMENT COMMISSION MINUTES

May 3, 2011
Greenville, NC

The Greenville Redevelopment Commission met on the above date for a meeting at 5:30 p.m. in the City Council Chambers of the City Hall Building located at 200 West Fifth Street.

COMMISSION MEMBERS PRESENT:

Evan Lewis	Don Mills	Terri Williams, Vice-Chair
Chris Mansfield	Robert Thompson, Chair	Mark Woodson

COMMISSION MEMBERS ABSENT:

Melissa Hill

STAFF MEMBERS PRESENT: Sandy Gale Edmundson, Secretary; Jonathan Edwards, Audio; Merrill Flood, Community Development Director; Niki Jones, Planner; and Carl Rees, Senior Planner

APPROVAL OF MINUTES OF APRIL 5, 2011

Motion was made by Mr. Don Mills and seconded by Mr. Mark Woodson to approve the April 5, 2011 minutes. Motion carried unanimously.

PRESENTATION ON EASTERN NORTH CAROLINA ECOTOURISM INITIATIVE

Mr. Carl Rees: Michaelina Antahades, an intern with the Urban Development Division, Stefanie Benjamin, and Whitney Knollenberg are graduate students who have been researching the ecotourism initiative topic as part of their work in the Sustainable Tourism program at East Carolina University and will be presenting information on the North Carolina Ecotourism Initiative in eastern North Carolina. This issue is one of the work plan items for the Redevelopment Commission and is also a goal of the Greenville City Council.

Ms. Knollenberg: According to the World Tourism Organization, "Sustainable tourism is the management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems." The Center for Sustainable Tourism serves the state, region and nation and houses the nation's first interdisciplinary MS program in sustainable tourism.

Ms. Benjamin: Greenville has potential for sustainable tourism to be a tool of economic development with an existing infrastructure and can act as a hub for eastern North

Carolina. Greenville is surrounded by many natural assets and has pre-existing resources. The hub and spoke model was used for Greenville with the class project adapted from two case studies: Case Study #1 – Florida’s Eden and Case Study #2 – St. Croix Valley Region Tourism Alliance. The hub and spoke model is a concept from Lew, Hall and Williams in 2004. The hub is Greenville with the spokes being Martin, Edgecombe, Wilson, Lenoir, Beaufort, Greene and Craven counties. A one hour driving radius was determined to be an appropriate range. This would serve day-trippers, families and other visitors staying overnight in Greenville. Natural and cultural resources would be included.

Ms. Knollenberg: Class project recommendations were identifying a champion, fostering partnerships, developing a network, defining a product, and creating marketing strategies.

Ms. Antahades: City Council Goal #2 is to promote and strengthen economic development opportunities by developing strategies for making Greenville a gateway city for an emerging ecotourism and other sustainable tourism industry from I-95 to the coast. The principles of ecotourism will minimize impact; build environmental and cultural awareness and respect; provide positive experiences for both visitors and hosts; provide direct financial benefits for conservation; provide financial benefits and empowerment for local people; and raise sensitivity to host regions’ political, environmental, and social climate. There are thirty five agencies, organizations, and institutions that can promote ecotourism in eastern North Carolina.

Mr. Thompson: Please add East Carolina University to that list.

Mr. Mansfield: Cycling is nice in eastern North Carolina because of the flatness of the land. Greenville could be a good stopping point for paddling from Falkland or from Rocky Mount. There could be a better presence on the website with events and mapping.

Mr. Thompson: Thank you for the outlining.

Mr. Mills: The Golden Leaf Foundation could be a founder.

Mr. Rees: If it is still in existence, it could be. Many have been funded to date by Golden Leaf.

PUBLIC COMMENT PERIOD

Mr. Dave Gorham: Taxes should not go up. If grants can be found that would be fine. Bike must have front light and back light if passes state law. Don’t get too socialistic or environmentalist here to stamp out businesses.

CONSIDERATION OF 2011 – 2012 ANNUAL WORK PLAN AND BUDGET

Mr. Rees: The plan coincides with the City's fiscal year running from July 1, 2011 through June 30, 2012. The Redevelopment Commission is scheduled to take official action on the work plan tonight. City Council will take official action on the work plan at the June 7, 2011 meeting.

The work plan items:

West Fifth Streetscape Phase II Design

Adaptive Reuse Projects for Historic Structures

Evans Street Gateway Design

Small Business Assistance Programs

Comprehensive Wayfinding Project

West Greenville Commercial Center

Parking Pay Station Phase II Installations

Residential and Mixed Use Projects

West Greenville Business Incubator

Civic Art Initiative

Revitalization Area Marketing Program

First Street/Town Common Corridor Improvements

Establishment of a Center City Science Center

Uptown Theatre Project

Promotion of Ecotourism Activities

West Greenville Basketball Complex

Merchants Alley Project

Mr. Rees: The 2011 – 2012 Budget for the Center City Bond Funds is \$1,767,429.00 and for the West Greenville Bond Funds is \$325,114.00.

Mr. Thompson: Are there any questions?

Mr. Rees: Staff recommends approval of the 2011 – 2012 work plan and budget with both forwarded to City Council for consideration in June 2011.

Mr. Woodson: Is there any money in the West Greenville revitalization account?

Mr. Rees: There is no money other than what is shown in the budget.

Motion was made by Mr. Chris Mansfield and seconded by Ms. Terri Williams to approve the 2011 – 2012 work plan and budget. Motion carried unanimously.

CONSIDERATION OF EVANS STREET GATEWAY DESIGN SCOPE AND FEE

Mr. Rees: The Evans Street Gateway Design project scope along with fees for a contract with Rivers and Associates has been submitted to the Commission for review. The study and report is \$71,000.00; the preliminary design is \$30,000.00; the final design is \$37,000.00; the bidding is \$6,600.00; and the construction is \$1,400.00 for a total fee of \$146,000.00. Staff recommends approval of a contract with Rivers and Associates for completion of design, construction documentation and bidding services for the Evans Street Gateway Project.

Mr. Donnie Brewer and Mr. Durk Tyson from Rivers and Associates are present to answer questions.

Mr. Thompson: Are there any questions? I think this is a reasonable and standard approach.

Motion was made by Mr. Evan Lewis and seconded by Mr. Don Mills to approve the contract with Rivers and Associates for completion of design, construction documentation and bidding services for the Evans Street Gateway Project for the total fee of \$146,000.00. Motion carried unanimously.

Mr. Thompson: Demolitions are happening in the area. Mr. Bagnell, Vice-Chancellor, Campus Operations of East Carolina University said he would come back before the Commission with an update.

Mr. Rees: I will check with Mr. Bagnell. East Carolina University is acquiring property and demolishing structures like Szechuan Gardens and the cleaners.

BUSINESS PLAN COMPETITION UPDATE

Mr. Jones: The Small Business Plan Competition's program grants \$15,000.00 - \$30,000.00 awards for creating or expanding small business enterprises within

10-02 Winslow's Kurt Voos and Jason Capps
\$30,000.00 granted for a restaurant that specializes in deli foods and craft beers.
SBTDC

10-03 Appogee Kristie Esposito and Tim Hassett
\$15,000.00 granted for a certified Apple technology reseller.
Self prepared

10-05 The Scullery Matt and Erin Scullery
\$15,000.00 granted for a coffee house and eatery.
SBTDC

10-07 Blue Ox Games Harry Frank
\$15,000.00 granted for a card gaming and retail center.
PCC

10-09 Copper and Vine Autumn Mills
\$15,000.00 granted for a restaurant that specializes in fine foods and wine.
SBTDC

10-10 Vicki's Automotive Victoria Strickland
\$15,000.00 granted for an automotive shop which targets single moms.
PCC

Mr. Jones: Staff is trying to recapture funds from Torey Mattison for Cross Fit Youth.

Mr. Thompson: With only one applicant having a problem, the grants are still a good return on investment.

DISCUSSION ON WEST FIFTH STREETSCAPE PHASE II DESIGN SCHEDULE

Mr. Jones: This portion is from Cadillac Street to 14th Street and Tyson Street. This is the next priority in the Streetscape Master Plan and part of current year's work plan. The Redevelopment Commission needs to hire a consultant through a competitive procurement process in order to complete design work similar to other streetscape projects. The draft procurement schedule is as follows:

5/31/11	Advertise and Request for Proposals mailed.
6/24/11	Proposal due date
6/27 – 7/8/11	Proposal review
7/20 – 7/21/11	Interviews with shortlisted firms

8/2/11

Finalist approved by Redevelopment Commission

Staff recommends that the Redevelopment Commission initiate a procurement process to select a firm/team to complete the West Fifth Streetscape Phase II project design. Staff suggests that two Commission members be part of the selection committee.

Mr. Thompson: There is no money for funding.

Mr. Rees: We are trying to develop funding for the project.

Mr. Lewis and Mr. Woodson said they were concerned about no funding being available.

Motion was made by Mr. Chris Mansfield and seconded by Mr. Don Mills to initiate procurement process. Motion carried unanimously.

Mr. Evan Lewis and Mr. Robert Thompson volunteered to serve on the selection committee.

REPORT FROM SECRETARY

Monthly Financial Report

Mr. Flood: The expenditure reports for West Greenville and the Center City have been submitted for review by the Commission.

Public Art Update

Mr. Rees: The pirate is missing from the bench and is presumed stolen. The pirate was loose and a welding company was called, but the pirate was stolen over Easter. Public art will continue to be placed around the Center City however.

Mr. Mansfield: I would suggest a security camera for the area.

COMMENTS FROM COMMISSION MEMBERS

Mr. Woodson: What are the attendance requirements for members of the Commission?

Ms. Edmundson: Commission members are not to miss three meetings in a row and must attend at least 75% of the meetings.

CLOSED SESSION

Mr. Rees: The purpose of the closed session is to prevent the disclosure of information that is privileged or confidential pursuant to the law of this State or of the United States,

or not considered a public record within the meaning of Chapter 132 of the General Statutes, said law rendering the information as privileged or confidential being the Open Meetings Law; and

to establish or to instruct the public body's staff or negotiating agents concerning the position to be taken by or on behalf of the public body in negotiating the price and other material terms of a contract or proposed contract for the acquisition of real property by purchase, option, exchange, or lease for purpose of redevelopment.

Motion was made by Ms. Terri Williams and seconded by Mr. Evan Lewis to go into closed session. Motion carried unanimously.

ADJOURNMENT

Motion was made by Mr. Evan Lewis and seconded by Mr. Don Mills to adjourn the meeting. Motion carried unanimously.

Respectfully submitted,

Carl J. Rees, Urban Development Planner
The City of Greenville Community Development Department