

GREENVILLE REDEVELOPMENT COMMISSION MINUTES

February 5, 2013
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:

Dana Johnson	Don Mills, Vice Chair	Mark Woodson
Jeremy King	Richard Patterson	
Chris Mansfield, Chair	Judy Siguaw	

STAFF MEMBERS PRESENT: Rik DiCesare, Traffic Engineer; Scott Eaton, Economic Development Project Coordinator; Sandy Gale Edmundson, Secretary; Jonathan Edwards, Audio; Niki Jones, Community Development; and Carl Rees, Economic Development Manager

APPROVAL OF MINUTES OF JANUARY 8, 2013

Motion was made by Mr. Don Mills and seconded by Mr. Jeremy King to approve the January 8, 2013 minutes as amended. Motion carried unanimously.

PUBLIC COMMENT

There was no public comment.

UPDATE ON FIRST STREET PARKING PROJECT

Mr. Eaton: Parallel parking will be on both sides of the street. There is a new option working with traffic engineers to have painted medians that will be used to make safer for pedestrians. This will not be a raised median just painted.

Mr. Mansfield: How wide with the median be painted?

Mr. Eaton: Ten feet.

Mr. Mansfield: Will turn lanes be impacted?

Mr. Eaton: Pitt and Greene turn lanes will not be impacted.

Mr. Woodson: Can we foresee about the hotel and ideas for this area to make sure this is a wise investment on First Street?

Mr. Rees: We are painting on existing asphalt.

Mr. DiCesare: The projected traffic of a five year period is 7,000 vehicles per day. There is a reserve capacity of 11,000 vehicles per day.

Mr. King: With this plan, we are maximizing capacity yet maintaining flexibility.

Mr. Mansfield: Wide median will help with confusion.

Mr. Mansfield: What action is needed?

Mr. Eaton: Staff recommends approval of a revised parking alternative for First Street that provides for parallel parking on the north and south sides of the street.

Motion was made by Mr. Jeremy King and seconded by Ms. Dana Johnson to approve the parking alternative. Motion carried unanimously.

CONSIDERATION OF BUSINESS PLAN COMPETITION APPLICATIONS

Mr. Jones: There were a diverse group of applications.

Purple Blossom Yoga Studio

Mr. Jones: The applicants are Mr. and Mrs. McCartney. The application is for the Center City Revitalization area. The applicants seek \$15,000.00 to help start a new business. They are a yoga studio which offers both individual and group sessions. They have pre-existing customer base, and feel that they can grow that base very rapidly.

Ms. McCartney: Eighty percent of the floor is cork, so I can handle 18 people.

Mr. McCartney: The studio workers are being paid \$18.00 per hour.

Ms. Sigaw: The applicants had a great plan that was solid.

Mr. Mansfield: Will \$15,000.00 help your enterprise?

Mr. McCartney: This will allow us to hire a part time person.

Mr. King: You are limited by the size of your building.

Ms. McCartney: Yes, we are, but we can hold more classes.

Mr. McCartney: Social media marketing is important.

Our Success Magazine

Mr. Jones: The applicants are Mr. Kevin Stormer and Mr. Greg Hedgepath. The location of the business is unknown. A concrete location is required. The applicants seek \$15,000.00 to help expand their business, and located in the Redevelopment Area. This is a start-up magazine, which focuses on telling stories about successful minorities in the region. They hope to eventually expand outside of the region and eventually the state.

Ms. Siguaw: More financial information has been requested.

Mr. Mansfield: The Commission will revisit in March.

Cartridge Plus

Mr. Jones: The applicant is Ms. Tamika Shafau. The application is for the West Greenville Redevelopment area. The applicants seek \$15,000.00 to help expand her business. The business model is similar to Kinko's and other copy businesses. However, the primary focus of the business is refill cartridges – both ink and toner. The business was formerly located at the intersection of Tenth Street and Evans Street. This application should be tabled until the March meeting.

The Bakery Art Center

Mr. Jones: The applicant is Ms. Claire Edwards. The application is for the Center City Revitalization area. The applicants seek \$15,000.00 to help start a new business. The business model similar to an arts incubator, but would also provide leasable event space. Their target market will be current and recently graduated art students. This application should be tabled until the March meeting.

Mr. Woodson: The subcommittee (Don Mills, Judy Siguaw, and Mark Woodson) thinks that the Purple Blossom Yoga Studio should receive the \$15,000.00. The other three applicants should appear back before the subcommittee with more information.

Motion was made by Mr. Mark Woodson and seconded by Mr. Richard Patterson to approve the small business plan competition application in the amount of \$15,000.00 for the Purple Blossom Yoga Studio. Motion carried unanimously.

Motion was made by Mr. Don Mills and seconded by Mr. Mark Woodson to table Our Success Magazine, Cartridge Plus, and The Bakery Art Center applications until more information is brought back to the subcommittee. Motion carried unanimously.

Mr. Woodson: The West Greenville area should apply for these funds.

Mr. Jones: There is a lack of commercial space in the West Greenville area.

UPDATE ON SMALL BUSINESS INCUBATOR

Mr. Jones: The Small Business Incubator has been on the Redevelopment Commission's Work Plan since 2007. The location of the incubator should be in West Greenville. The feasibility of the incubator is on hold. Nearly two (2) City blocks have been acquired. Commercial developers have been contacted and have shown interest. There has not been a champion for the incubator.

Mr. Mills: What is the price range?

Mr. Jones: \$60,000.00 - \$80,000.00

Mr. Jones: Greenville SEED has been created.

Mr. Mansfield: I have seen success in SEED.

Mr. Jones: The key is finding an operator.

Mr. Patterson: Where is the location?

Mr. Jones: The location is down the street from the Police Substation.

Mr. Patterson: Is it right across from the Gold Post Restaurant?

Mr. Jones: Yes.

Mr. Woodson: The perception is that something is being developed and dropped in a certain place in the community. Engage people.

Mr. Jones: The incubator may not be the way to go.

Ms. Siguaw: How much space is being used in the County?

Mr. Jones: The incubator person will help out with ideas. SEED does not have time.

Mr. King: The three month program is a SEED program growing entrepreneurs.

Ms. Mansfield: We have the property.

Mr. King: The Commission should not give up on projects.

Mr. Mills: Does Farmville have an incubator?

Mr. Jones: Yes, but Staff has not been able to make contact.

Mr. Mills: Could a MBA Intern be hired?

Mr. Jones: All options are on the table.

UPDATE ON DICKINSON AVENUE STREETScape SCHEDULE

Mr. Rees: The North Carolina Department of Transportation (NCDOT) wants the City to develop a process as used on the Tenth Street Connector. Once the design is ready NCDOT will build it. Project will extend all the way out to Memorial Drive to Reade Circle. There is not a new timeline as of yet. Staff will come back when there is a new timeline.

Mr. King: The Redevelopment Commission will retain oversight.

Mr. Rees: Funded for construction 3 to 4 years out. The Memorandum of Agreement (MOA) is between NCDOT and the City of Greenville.

Mr. King: This is great news.

DISCUSSION OF AN ANNUAL WORK PLAN DEVELOPMENT SCHEDULE

Mr. Rees: The Redevelopment Commission's Work Place Session will be March 5, 2013. The Draft Work Plan will be presented on April 2, 2013. The Final Draft will be presented and considered on May 7, 2013. The Work Plan will be presented to City Council on June 10, 2013.

The Commission invited City Council Liaison Dennis Mitchell to attend the Work Plan Session.

Mr. Mills asked Mr. Mitchell to come every quarter for a report so he can be informed of all activities. This will allow two way conversations with Mr. Mitchell.

Mr. Rees: There may be carryover items, and new items can be added.

REPORT FROM SECRETARY

Monthly Financial Report

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

COMMENTS FROM COMMISSION MEMBERS

Mr. Mills: Congratulations to Purple Blossom and congratulations to Carl Rees for the festivities he put together at the Murphy Center to remember Dr. Martin Luther King, Jr.

ADJOURNMENT

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

Respectfully submitted,

Carl J. Rees, Economic Development Manager
The City of Greenville Community Development Department