

GREENVILLE REDEVELOPMENT COMMISSION MINUTES

February 7, 2012
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 Coles	Don Mills	Mark Woodson
Evan Lewis	Judy Siguaw	
Chris Mansfield	Terri Williams, Vice-Chair	

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

OTHERS PRESENT: Dennis Mitchell, Council Liaison

APPROVAL OF MINUTES OF JANUARY 3, 2012

Motion was made by Mr. Mark Woodson and seconded by Mr. Evan Lewis to approve the January 3, 2012 minutes. Motion carried unanimously.

UPDATES FROM BUSINESS PLAN COMPETITION WINNERS

Dulcinea and Winslow's

Katherine Wetherington updated the Commission that Dulcinea is now Daughters of Rose. There will be no more wholesale only retail.

Ms. Wetherington updated the Commission that Winslow's has added a courtyard and banquet hall.

Ms. Williams: What is the projected date for the business retail?

Ms. Wetherington: The projected date is end of summer or after fall.

Mr. Mansfield: How many sales?

Ms. Wetherington: There have been twenty purchases from one piece to ten pieces with the prices being high end. Had a retail market before and hope to have it again.

The Scullery

Mr. Matt Scully said he opened the Scullery last June 2011 and the Scullery continues to grow. Sales have been going up, and the word has gotten out about quality products. There are ten employees with two full time and 8 part time. The Scullery is helping to improve the outlook of the Uptown area. On Friday night, we have open microphone night. The restaurant business has been challenging during these economic times. We are looking for ways to diversify income streams. The Governor came to see us.

Mr. Woodson: Did the Governor have an impact on the business?

Mr. Scully: Governor Beverly Perdue gave us publicity and the Scullery saw immediate results following visit.

Mr. Scully: In November and December, the business was down.

PUBLIC COMMENT

There was none.

CONSIDERATION OF AMENDMENT TO BUSINESS PLAN COMPETITION GUIDELINES

Mr. Jones: Provide base award of \$15,000 and still maintain total program cap of \$30,000. Applicants can receive up to \$5,000 per full time job created up to \$30,000 cap. Full time job defined as at least 35 hours per week at or above minimum wage. In order for deferred loan to be fulfilled new employees must remain full time employees of the company for three years. Employment verified by the City of Greenville through Employment Security Commission – NCUI-101 form. ****NEW**** - Disbursement of funds for the job creation incentive after the position has been filled for two (2) consecutive quarters.

Mr. Jones: If an applicant purchases \$300,000 building, the applicant is eligible for \$30,000 award which is equal to 10% of investment. If an applicant is starting up business and needs equipment and plans to hire two (2) full time employees, the applicant is eligible for \$25,000 which equals \$15,000 for equipment and \$5,000 each for the two (2) employees. If an applicant has existing business and wishes to hire five (5) new employees, the applicant is eligible for \$25,000 which equals \$5,000 per full time employee. All applicants who are awarded funds must sign standard program security documents and agree to allow the City to monitor employment through use of NCUI 101 form.

Mr. Jones: Employees can change but position must remain.

Ms. Williams: Please tell the Commission what happens if the applicant gets funds but does away with the job.

Mr. Jones: There will be a grace period and after that the City can go after equipment. City Staff will have to monitor quarterly.

Ms. Williams: Pro rate?

Mr. Rees: From the date they signed the contract for the three years.

Mr. Jones: Staff recommends amending the Business Plan Competition Guidelines to require recipients to provide evidence that positions under the "job creation incentive" section have been filled for two consecutive quarters prior to disbursement of funds.

Motion was made by Mr. Chris Mansfield and seconded by Mr. Don Mills to amend the Business Plan Competition Guidelines to require recipients to provide evidence that positions under the "job creation incentive" section have been filled for two consecutive quarters prior to disbursement of funds

CONSIDERATION OF BUSINESS PLAN COMPETITION AWARDS

Mr. Jones: The program began in 2008. Total awards to date is sixteen (16) with nine (9) from the Center City and seven (7) from West Greenville. There have been two (2) defaults to date. Two (2) securities added to the program (2011) - UCC and Deed of Trust. Total jobs created, full time and part time, equals 158 with 126 in the Center City and 32 in West Greenville. The Governor's Innovative Small Business Community Award was received in 2011. The Job Creation Incentive began in 2011. Total amount spent by the Redevelopment Commission is \$255,000. Awards amounting to \$15,000 - \$30,000 have been granted to create or expand small business enterprises within Greenville's Redevelopment Areas. The Redevelopment Commission may make up to four (4) awards in both the Center City and West Greenville Redevelopment Areas. There were nine (9) referrals made to business counseling partners (Exceed, PCC, SCORE and SBTDC). A total of two (2) applications were received for the 2012 winter grant cycle.

Against the Grain Record Company

Mr. Jones: Applicant is Mr. Chris Bratcher. The application is for the West Greenville Redevelopment Area. The company will provide the youth in West Greenville an outlet and place to display and improve their music ability. Seeks \$15,000 to expand his current business by purchasing additional equipment and relocate into a larger space.

Ms. Williams: Tell us about your business.

Mr. Bratcher: The company is opening for our youth.

Ms. Siguaw: Where is your business now?

Mr. Bratcher: The business is at my house on Dickinson Avenue.

Mr. Mansfield: How much demand is there for this type of business? Who have you got lined up? How is foot traffic going to help?

Mr. Bratcher: I have goals set that I want to accomplish, and I am trying to get to the next level with the help of the grant.

Mr. Coles: What are the long term goals and how will you achieve them?

Mr. Bratcher: I will continually work with the youth and I will be located in Greenville indefinitely.

Tier 2 Technology

Applicants are Mr. Troy Gravel and Mr. Rob Campbell. Application is located in the Center City Revitalization Area. The business provides information technology services to small business. Services range from support, management, and consulting to information storage. Seeks \$15,000 to relocate and expand the service component of their business.

Ms. Williams: Tell us about your business.

Mr. Gravel: We are building an Information Technology Company with no debt right now. Provide support from I-95 to the beach. Our present location is on Evans Street. We are looking to move to Uptown Greenville area.

Mr. Lewis: Will you be facilitating the move with the grant?

Mr. Gravel: Yes, the grant will assist us with the move to the Uptown area.

Mr. Mansfield: Will this create any new jobs?

Mr. Gravel: A part time technician is needed to be hired that will turn into a full time technician.

Ms. Williams: Will there be sales?

Mr. Gravel: Some is contract and some is one time purchases. It is an enterprise for everyone with selling for demanded services.

Mr. Woodson: Proof of leasing is needed from Tier 2 Technology. I have just received the cash flow information on Against the Grain, so I would like to wait to study information.

Mr. Mansfield: I would like more time and more background on the business plan.

Staff recommends that the Redevelopment Commission select applications for award that are in compliance with the adopted guidelines for the Small Business Plan Grant Program.

Motion was made by Mr. Evan Lewis and seconded by Mr. Don Mills to defer Against the Grain Record Company until the March meeting. Motion carried unanimously.

Motion was made by Mr. Chris Mansfield and seconded by Mr. Mark Woodson to approve the Tier 2 Technology business plan application for \$15,000.00. Motion carried unanimously.

UPDATE ON FIVE POINTS PLAZA USE GUIDELINES

Mr. Rees: Five Points Plaza is the historic “center” of commerce and culture in Greenville’s central business district. Developed to host events such as Freeboot Friday, Uptown Farmer’s Market and festivities such as the recent BMX event. Opportunities for many events include recent interest from the Chamber of Commerce; the Ronald McDonald House; additional days for produce sales; beer festivals; fraternity and sorority fundraisers; and community festivals. Five Points should be available for community use, but overuse could hurt more than help. Use of Five Points should be safe for user groups, attendees and nearby business and property owners. Events that take place at Five Points should help to make the Uptown Commercial District a vibrant destination and should be of benefit to surrounding businesses and cultural venues. Uses of Five Points should not overly burden Uptown Greenville or City departments such as Public Works or the Greenville Police Department.

Vision: The City desires to create a vibrant downtown that serves as a destination for residents, downtown business, employees and visitors. To that end, Five Points Plaza provides an opportunity to host outdoor special events that will generate foot traffic and increased patronage of downtown businesses.

City Event	No fee (No Special Use Permit Required)
Event where City is major sponsor	\$275 (No Special Use Permit Required)
Greenville based nonprofit	\$275 (Special Use Permit Required)
Out of town nonprofit	\$550 (Special Use Permit Required)
Local commercial venture	\$550 (Special Use Permit Required)
Out of town commercial venture	\$750 (Special Use Permit Required)

Five Points Plaza Application Requirements:

Application with sketch plan and security plan required.

Off-duty Police Department officers, temporary restrooms and other safety items may be required.

Review completed by standing committee.

Application may be accepted as early as 10 months but not later than 4 months.

Application will be considered within 14 days.

Mr. Rees: No action is required but comments are appreciated. Five Points "Rules of Use" will be presented to City Council for consideration in March. Calendar will be on website for those interested.

Ms. Siguaw: Staff has done a good job thinking it through.

Mr. Mansfield: Folks would have to rent port-a-johns, gates and fences.

Mr. Rees: Public Works has gates and fences, so there would be a fee. This would bring people to Uptown and then people will disperse to spend money in area businesses.

Mr. Mansfield: Would there be events allowed on Sunday?

Mr. Rees: On Sundays, events could start at 2:00 p.m.

Mr. Mansfield: How late can the event take place?

Mr. Rees: This would depend on the event. The BMX event had to be cleared out and cleaned up by 6:00 a.m. the day after the event.

Ms. Williams: Businesses should split charges for these functions as did Cubbies during the BMX event.

Mr. Woodson: Is there any distinction between night or day? How about holidays?

Mr. Rees: None and none for holidays.....During Halloween, Police set up at that location.

UPDATE ON GO SCIENCE BUILDING LEASE

Mr. Rees: The former Pugh's Tire facility purchased by the Redevelopment Commission for use by Go Science. Go Science will establish a children's science museum and educational facility. Go Science is currently in design and fundraising stage. Building is currently in use by the Greenville Police Department for storage of crime scene and other response vehicles in the bays. Go Science would like to

establish partial building lease for former showroom area. Go Science would establish offices in this area and use the area to host fundraising meetings. Go Science would be responsible for all up-fit costs and will maintain required insurance.

Staff recommends that the Redevelopment Commission authorize a lease to the Go Science organization for the former showroom area in the amount of \$1 per year with Go Science responsible for all up-fit, utility and day to day maintenance costs.

Mr. Mansfield: What is the square footage for the showroom?

Mr. Rees: The showroom is approximately 900 square feet.

Mr. Woodson: Was there oil liability there?

Mr. Rees: Had hydraulic lifts and leaks of hydraulic fluids. Used Brownfield grant to dry up lifts, scoop up oil and put in sand, so there are no more issues.

Mr. Mansfield: Is there a time limit on the lease?

Mr. Rees: There is a year lease to be renewed each year.

Mr. Lewis: Is this a nonprofit organization?

Mr. Rees: Yes, it is.

Mr. Lewis: This will do good things for the community.

Ms. Williams: Do they have insurance?

Mr. Rees: They have insurance.

Motion was made by Ms. Dana Coles and seconded by Mr. Evan Lewis to authorize a lease to the Go Science organization for the former showroom area in the amount of \$1 per year with Go Science responsible for all up-fit, utility, and day to day maintenance costs plus insurance. Motion carried unanimously.

UPDATE ON CONVENTION AND VISITORS BUREAU OFFICE RELOCATION

Mr. Rees: The vacant lot at 423 Evans Street is owned by Phoenix Redevelopment. Phoenix had planned redevelopment but project fell through due to the economy. The vacant property will provide multiple reuse opportunities with a "punch-through" to the Moseley Lot parking, and the relocation of the Convention and Visitors Bureau (CVB) offices. The appraisal report was completed by Bruce Sauter and Associates for two values of \$50,050 for approximately 2,202 square foot easement and \$148,200 for approximately 5,928 square feet and is the remainder of the tract. The total value is

\$198,250. The review appraisal by the Appraisal Group confirms value. The Redevelopment Commission approved purchase offer for property in the amount of \$183,500 in November 2011. The property is under contract. Today, I met with the Executive Board of the CVB and they want to move back Uptown and they are looking to work with the Redevelopment Commission to make that happen. Completing due diligence, hope to close in April, and hope to have full report in March as to what will be there.

CONSIDERATION OF CANCELLATION OF JULY 3, 2012 MEETING

Motion was made by Mr. Don Mills and seconded by Mr. Evan Lewis to cancel the July 3, 2012 meeting of the Redevelopment Commission. Motion carried unanimously.

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.

New City Economic Development Focus

Mr. Rees: The Urban Development Division will be retasked to be the Economic Development Division. Tom Wisemiller has been added to work on initiatives.

West Fifth Streetscape Meeting

Mr. Rees: The West Fifth Streetscape meeting will be on February 13, 2012 at 5:30 p.m.

Redevelopment Commission Workshop Meeting

Mr. Rees: The Commission will meet on February 21, 2012 at 11:30 a.m. in room #337 of City Hall for the workshop luncheon meeting.

COMMENTS FROM COMMISSION MEMBERS

Ms. Coles: In January was the Small Business Incubator Meeting. Mark Woodson and Terri Williams were also at the meeting. Get dreams moving in the right direction and encourage students to get hands on experience.

Mr. Mills: Mr. Mansfield and I went to the symposium about work going on at the Intergenerational Center. I enjoyed the ribbon cutting ceremony for the Gold Post Restaurant. I would like to say hats off to Mr. Carl Rees for his memorial celebration in honor of Dr. Martin Luther King, Jr.

Ms. Williams: The ribbon cutting of the Gold Post Restaurant was a great experience. Mr. Wallace had seven or eight employees working. I like the wayfinding signs. The directional signs are professional and make Greenville the right place to live.

Mr. Mansfield: The signs make Greenville a vibrant City.

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 specifically 907 West Fifth Street.

Motion was made by Mr. Evan Lewis and seconded by Mr. Don Mills to go into closed session. Motion carried unanimously.

Motion was made by Mr. Don Mills and seconded by Mr. Evan Lewis to move out of closed session and back into open session. Motion carried unanimously.

OFFER TO PURCHASE 907 WEST FIFTH STREET SITE

Motion was made by Mr. Mark Woodson and seconded by Mr. Don Mills to authorize Staff to enter into negotiations to purchase 907 West Fifth Street for the appraised value of \$123,500 plus 15% (negotiated) for total of \$142,025.00. Motion carried unanimously.

Motion was made by Mr. Evan Lewis and seconded by Mr. Chris Mansfield to authorize Staff to offer relocation funds up to a maximum of \$20,000.00. Motion carried unanimously.

ADJOURNMENT

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

Respectfully submitted,

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