

GREENVILLE REDEVELOPMENT COMMISSION MINUTES

October 2, 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
Evan Lewis	Terri Williams, Chair
Chris Mansfield, Vice-Chair	Mark Woodson

COMMISSION MEMBERS ABSENT:

Judy Siguaw

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

APPROVAL OF MINUTES OF SEPTEMBER 4, 2012

Motion was made by Mr. Evan Lewis and seconded by Mr. Don Mills to approve the September 4, 2012 minutes. Motion carried unanimously.

PUBLIC COMMENT PERIOD

There was no public comment.

CONSIDERATION OF SMALL BUSINESS PLAN COMPETITION APPLICATION

Genesis Adult Day Care: Mr. Elester and Joyce Thigpen

Mr. Jones: This application is a carryover item from the September 4, 2012 Redevelopment Commission meeting. The applicants are Mr. Elester and Joyce Thigpen. The application is for the West Greenville Redevelopment Area. The applicants seek \$15,000 to help start a new business. They have a business model similar to a child day care facility; however their market is the elderly. Their business targets a market that is growing very rapidly.

Mr. Thigpen: A day at Genesis Adult Day Care consists of the following schedule.

7:00 – 8:00 a.m.	Orientation Activity (Icebreakers), socialization time
8:00 a.m.	Snack Time
9:00 a.m.	Arts and Crafts (puzzles)
10:00 a.m.	Sports Activity (chair aerobics)
11:00 a.m.	Mental stimulation activity (Jeopardy, Who Wants to Be a Millionaire); Alternate activity (Bingo)
12:00 p.m.	Lunch
1:00 p.m.	Outside Time (Gardening, walking around property, socializing)
2:00 p.m.	News and current event discussion
3:00 p.m.	Inspirational (guest speaker, presentation by participant); Alternate activity (book discussion group)
3:00 p.m.	Expressive Therapy Activity (art therapy, poetry writing, journaling)
4:00 p.m.	Snack Time
5:00 – 6:00 p.m.	Table games, canasta, scrabble, socialization time, etc.

Monthly Expenses versus Client Payment

Rent =	\$2,500	Week 1 =	\$1,895
Electric =	\$500	Week 2 =	\$2,030
Supplies =	\$200	Week 3 =	\$2,165
Advertising =	\$600	Week 4 =	\$2,300
Telephone =	<u>\$160</u>	Rent (R.H.) =	<u>\$500</u>
	\$3,960		\$8,890

Profit = \$4,930

The business is starting off with the owners' expenses of \$6,500 allotted dollars to the business in addition to the proposed \$15,000 grant. All of the proposed employees are prepared to work anywhere from 2 – 6 months on a volunteer basis while working additional jobs. We have also talked with BB&T about possible loan options. We are registered with Grants.gov to apply for different grants. The owners will make this work by any means necessary. Together our business can help revitalize West Greenville.

Mr. Jones: The Redevelopment Commission should make a funding decision.

Mr. Mansfield: What is the capacity for all day?

Mr. Thigpen: Thirty people per day are the capacity.

Mr. Mills: Sixteen people per day were your number per day during the interview. What increased your number to 30?

Mr. Thigpen: It was an oversight.

Mr. Mills: Will you provide transportation? How will you advertise and market your business?

Mr. Thigpen: Transportation will not be provided. Brochures will be handed out. There will be television ads, there will be advertisement in the newspapers and on the internet and Staff will go to different Churches.

Mr. Mills: How long will your team be able to go without pay?

Mr. Thigpen: Two to six months...

Ms. Coles: What are the licensing requirements for adult day cares?

Mr. Thigpen: Certification package has to be filled out. This is the only license, and it costs \$500.00.

Mr. Lewis: The implementation of the business plan is contingent on getting the signed lease and the necessary licensing.

Mr. Woodson: I like the revised plan.

Mr. Woodson, Mr. Mills and Ms. Williams, members of the subcommittee, are for the application.

The Commission agreed that the funds should be released after contingencies are met.

Motion was made by Mr. Evan Lewis and seconded by Mr. Don Mills to approve the application in the amount of \$15,000 for Genesis Adult Daycare contingent upon obtaining the signed lease and the necessary licensing to operate the adult daycare. Motion carried unanimously.

CONSIDERATION OF FIRST STREET PARKING DESIGN SCOPE AND FEE

Mr. Rees introduced Mr. Scott Eaton. Mr. Eaton is working with the Economic Development Division, and he will present this item to the Commission.

Mr. Eaton: The Commission is being asked to consider the scope and fee structure with Kimley-Horn for study and design of parking improvements in the First Street corridor in the vicinity of the Town Common. The plan is to get as much parking as possible from Reade Street to Greene Street. This work follows up on recommendations from the Town Common Master Plan and also is a recommended strategy from the recently completed Uptown Parking Review.

Scope

Survey and field data collection;
Traffic impact study;
Development of parking alternatives;
Development of pavement marking plan; and
Development of traffic signal plan (if necessary)

Fee

Study and plan: \$46,800
Traffic signal plan: \$4,000 (if necessary)
10% contingency: \$5,080
Total fee: \$55,880

Mr. Scott Adams of Kimley-Horn is present to answer any questions of the Commission.

Mr. Mansfield: Have complete streets that include pedestrians and bikes and that tie into greenways been considered?

Mr. Adams: This is definitely within our scope. Bike lanes are something we are looking at and hoping to make happen.

Ms. Williams: Is this the schedule?

Mr. Eaton: Yes. Staff recommends approval of the scope for the First Street Parking Project with an associated fee payable to Kimley-Horn and Associates, Inc. in the amount not to exceed \$55,880.00.

Motion was made by Mr. Chris Mansfield and seconded by Mr. Don Mills to approve the scope for the First Street Parking Project with an associated fee payable to Kimley-Horn and Associates, Inc. in the amount not to exceed \$55,880.00. Motion carried unanimously.

AUTHORIZATION OF REPAIRS FOR UPTOWN THEATRE

Mr. Rees: Repair work was slated to be completed over the last winter but was de-prioritized when fundraising efforts for the theatre appeared to decline. In recent months, there has been renewed interest in theatre fundraising and the reconstituted fundraising committee has strongly urged that the Redevelopment Commission proceed with repairs to the fly-loft structure before the structure entirely collapses. Thanks to Terri Williams for great organization and hard work with the theatre's fundraising committee. Repairs to the fly-loft will also keep open the possibility of accessing historic tax credits that could yield as much as \$400,000 in equity for the full repairs to the theatre. With authorization from the Redevelopment Commission, staff will solicit

quotes from 3-4 qualified general contractors and bring the lowest quote to the Redevelopment Commission for approval in sixty days. It is expected that the work to the fly-loft can be completed in approximately 90-120 days with a cost not expected to exceed \$100,000. The building is inhabited by pigeons. There is asbestos in the seams of the black fabric. Devin Thompson is the City's Construction Project Manager. Funds for the repair would come from 2004 General Obligation bond funds designated for Center City revitalization.

Ms. Williams: Please tell the Commission about progress.

Mr. Rees: There have been nodes of activity. Donors are being shown that the project is sustainable. A community survey on the internet would have people come to events. A survey for fundraising would connect with donors to get donations.

Ms. Williams: There are regular meetings now.

Mr. Lewis: Where did the \$100,000 figure come from?

Mr. Rees: Calloway and Johnson...

Mr. Mansfield: Repair or replace?

Mr. Rees: The unit price per square foot for rotten wood...

Ms. Williams: The historic value must be maintained.

Mr. Rees: There are no values for to be determined items. The estimate equals \$100,000 and the total equals \$150,000. The Commission is being asked to authorize the bidding process.

Motion was made by Mr. Chris Mansfield and seconded by Mr. Evan Lewis to authorize the bidding process. Motion carried unanimously.

REPORT ON UPTOWN CONVENTION AND VISITORS BUREAU (CVB) CALL FOR DEVELOPERS

Mr. Rees: Ms. Judy Siguaw and Mr. Chris Mansfield worked with staff to go over the proposals. The two proposals were received were from quality developers and were quality proposals. The call for developers was issued in July 2012. Community Smith and Reid Tyler group proposed a 24,000 square foot building with four floors at a cost of approximately \$3.73 million. Moore and Piner LLC proposed a 24,000 square foot building on 4 floors at approximately \$4 million. Prices were higher than expected. The developers did not propose any green or energy efficiency items for the project. Only two proposals were submitted. Construction in urban location leads to premium construction costs – fixed costs assigned to small project. Likelihood of nearby parking

deck project – join projects and distribute fixed costs. There is an opportunity to work with user groups to “value engineer” the project and create a tighter call for developers. The urban art portrayed at construction site was completed by the Pitt County Arts Council Youth Arts.

Mr. Mills: What does the CVB think of the delay?

Mr. Rees: The project is worth the wait. Staff recommends that the Redevelopment Commission reject all proposals and re-advertise once the location of a parking deck project has been determined.

Motion was made by Mr. Evan Lewis and seconded by Mr. Don Mills to reject all proposals and re-advertise once the location of a parking deck project has been determined. Motion carried unanimously.

UPDATE ON SECOND ANNUAL BUSINESS PLAN SURVEY

Mr. Jones: Fourteen businesses remain in business and two businesses are out of business. Eight businesses expanded over the last year and nine businesses reported annual sale increases. Thirty-one jobs were created since last year. Copper and Vine have not replied yet nor has Blue Ox Games. In 2011, 7 full time employees were added and 26 part time employees were added with a total employment of 114. In 2012, seventeen full time employees were added and fourteen part time employees were added with a total employment of 145.

The Commission thanked Mr. Jones for the report.

UPDATE ON DOWNTOWN HOTEL OPPORTUNITIES

Mr. Rees: This item is on the Commission’s work plan and is a City Council goal. There are 1 – 5 initial sites:

Site 1: available property near new federal court site adjacent to City parking;

Site 2: City parking lot; City considering a parking deck on or near this site;

Site 3: East Carolina University (ECU) owned property; City considering a parking deck on or near this site;

Site 4: City-owned property; opportunity for larger waterfront redevelopment project; and

Site 5: ECU property that is a designated site in the ECU Master Plan for hotel.

Parking will be a part of the equation.

Mr. Mills: How big will the hotel be?

Mr. Rees: Preliminary conversations have mentioned 100 – 120 rooms with four to five stories.

Mr. Mills: Are there any tie-ins with a complex with Site 4 and Site 5?

Mr. Rees: I don't believe so.

Mr. Woodson: What is the latest on the Evans Street Gateway?

Mr. Rees: There are reviews by Engineers that need to be completed. There should be construction document bidding around January.

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. The Girl Scout Bench should be dedicated soon with a ceremony.

COMMENTS FROM COMMISSION MEMBERS

Mr. Mills: Planters look good. Artwork on Evans Street looks good.

Mr. Lewis: I am happy to support the Genesis group.

Ms. Williams: A lot of heart from Genesis and the planters look good.

ADJOURNMENT

Motion was made by Mr. Chris Mansfield 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