

## **GREENVILLE REDEVELOPMENT COMMISSION MINUTES**

August 2, 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:**

Chris Mansfield                      Terri Williams, Vice-Chair  
Don Mills                                Mark Woodson

### **COMMISSION MEMBERS ABSENT:**

Melissa Hill                            Evan Lewis                      Robert Thompson, Chair

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

### **OTHERS PRESENT:**

Kathryn Kennedy, The Daily Reflector

### **APPROVAL OF MINUTES OF JUNE 7, 2011 AND JUNE 30, 2011**

Motion was made by Mr. Mark Woodson and seconded by Mr. Chris Mansfield to approve the June 7, 2011 minutes and June 30, 2011 minutes. Motion carried unanimously.

### **PUBLIC COMMENT**

There was no public comment.

### **UPDATE ON SMALL BUSINESS INCUBATOR**

Mr. Rees: Purpose and benefits of creating a Small Business Incubator in West Greenville:

Small business incubators provide business support services and resources to entrepreneurial companies, helping them survive and grow during the vulnerable start-up period.

Create jobs, revitalize neighborhoods and reduce rate of small business failures.

Generate “spin off” jobs in the community/region.

Enhance local tax revenue.

Mr. Rees: In North Carolina, there are over 30 operational incubators. Average graduating business starts with 2 employees, leaves the incubator with 6, and continues a rapid growth rate after graduation. Some early models are the UDI Business and Resource Center in NE Central Durham, NC; NC Arts Incubator in Siler City, NC; Midway Business Center in Chapel Hill, NC; Raleigh Business and Technology Center in SE Raleigh, NC; and Blue Ridge Food Ventures in Asheville, NC. What makes for a successful business incubator?

Partnerships/Leadership

Structuring for financial sustainability – facilities either built to suit with substantial outside investment support; or building renovation ideally suited for purposes (not a drain on bottom line).

Recruiting and compensating management with company growing skills – talented energetic Director with business experience.

Board of Directors

Emphasis on client assistance

Feasibility study

The importance of conducting a feasibility study:

Is there a market for the services to be provided by tenants in the incubator?

Will income from rents and other sources support the projected facility costs, staff salaries, etc?

Grants (EDA) and other outside funding sources

Site analysis

The Initial Steering Committee Task is to develop a model for West Greenville business incubator that can be presented to the Redevelopment Commission and that ultimately will serve as the basis for a feasibility study by the SBTDC.

## SBTDC Guidance

What will incubator be known for?

What services will the incubator deliver?

What types of businesses will the incubator target?

What entity will own/operate the incubator?

Where should the incubator be located?

## Process to “Build an Incubator”

### Many ideas

- Flea market
- Non-profit
- Inventors
- Tie into medical school
- Green business
- Construction trades
- Technology
- Light industry
- Arts and crafts
- Warehouse space
- Commercial kitchen

### Research

- Literature review
- Staff presentations
- Incubator site visits
- Q&A with incubator executives
- Small business focus group sessions

## The West Greenville Small Business Incubator Model

### Mission Statement

To create an open, business-first small business incubator that will cultivate entrepreneurship, and promote economic development and community revitalization within the West Greenville Redevelopment area.

## The Model

### Key Objectives

Self supporting (sustaining)

Cultivating entrepreneurial talent

Outreach to M/WBE community

Marketing for Pitt County and outreach to West Greenville

Partnerships with ECU, PCC and other business development Programs

### Known for

Business first

Small business creation; especially start up's

Innovative community and economic development strategies

### Benefits to tenants:

Below market lease rates

High tech office environment (i.e. wireless)

Business counseling

Peer network

Marketing assistance

Reception services

Mail service center

### Target tenants

Professional services (accountant)

Micro enterprise (internet sales)

Light distribution (fishing lures)

Catering and food production

Light repair (computer)

Contractors

#### Organization and funding

New 501c3 non-profit

Board of directors appointed by contributing organizations (City, PCC, ECU, Pitt County)

Professional management staff (might include shared positions between City, PCC and ECU)

Funding from City, State of NC, EDA, HUD, Golden Leaf and other foundations

#### Locations

Seven sites considered

City-owned parking lot next to Chamber

Third Street School

Albemarle Warehouse (on Albemarle Avenue; owned by City)

Hainey Warehouse (on West 10<sup>th</sup> Street owned by ECU)

City owned tract at W. 5<sup>th</sup> and Albemarle

Nightclub and associated tracts at West Fifth and Vance

Mixed ownership tracts at W. 14<sup>th</sup> St. and Dickinson Avenue

Mr. Rees: Mr. Jones will update the Commission as to where are we today.

Mr. Jones: Where are we today?

Design/Programming  
Feasibility study  
Steering Committee  
Property Acquisition/Site Selection

Preliminary programming has been provided by the East Group – Richard Johnson.

Space needs for the subtotal facility net area is 13,865 square feet and for walls, mechanical, electrical, circulation, etc. is 4,853 square feet for a total building of 18,718 square feet.

Revenues = office space, retail space, kitchen incubator, classes/instruction – on campus or web-based

Expenditures = start-up costs, operating expenses, potential debt payment

Mr. Jones: This concludes the update on the Small Business Incubator.

### **CONSIDERATION OF SMALL BUSINESS INCUBATOR STEERING COMMITTEE MEMBERS**

Mr. Jones: Steering Committee Nominees are:

**University Health Systems** – Sanjay Saha

**Pitt Community College** – Ashley Sierant and Jim Ensor

**East Carolina University** – Dr. Robert O’Hallaran and College of Business Representatives

**Small Business Technology and Development Center** – Carolyn Wilburn and Debbie Hathaway

**Self Help** – Napoleon Wallace

**Chamber of Commerce** – Scott Senatore

**Pitt County Development Commission** – Scott Poag

**Financial Institutions** – Rob Howell

**Minority Women Business Enterprise** – Russell Parker and Owen Burney

**Small Business Representatives** – Clark Stallings, Ben Dixon, and Gail Phelps

**Workforce Development** – Joyce Jones

**Redevelopment Commission** – Two (2) Commission Members

**Staff** – Bernita Demery, Denisha Harris, Merrill Flood, Sandra Anderson, Carl Rees and Niki Jones

Ms. Terri Williams and Mr. Mark Woodson volunteered to be the two Commission members on the Steering Committee.

Mr. Jones: Staff recommends to the Commission approval of the entire Steering Committee list.

Motion was made by Mr. Don Mills and seconded by Mr. Chris Mansfield to approve the entire Steering Committee list. Motion carried unanimously.

### **CONSIDERATION OF SMALL BUSINESS PLAN GRANTS**

Mr. Jones: Small Business Plan Grants of \$15,000.00 - \$30,000.00 are being awarded for creating or expanding small business enterprises within Greenville's Redevelopment areas. The Redevelopment Commission may make up to four (4) awards in the Center City and West Greenville Redevelopment areas. There were ten (10) referrals made to the business counseling partners (Exceed, PCC, SCORE AND SBTDC). A total of two (2) applications were received for the 2011 summer grant cycle. Both applications meet basic eligibility criteria.

Mr. Jones: The first application is for East Carolina Labor to supply temporary labor to companies within Pitt County. Applicants are Mrs. Myra Hubbard and Mr. Eric Hubbard. Application is for the West Greenville Redevelopment area. The applicants seek \$15,000.00 - \$30,000.00 to expand their current business with the potential addition of a full time employee or the purchase of a building located on Dickinson Avenue. Total owner investment to exceed a \$350,000.00 which includes the purchase of a property at a cost of \$325,000.00.

The hiring of the new employee will allow the applicant to receive the \$15,000.00 partial grant and the purchasing of the building would allow the applicant to receive the total grant of \$30,000.00.

Ms. Williams: East Carolina Labor is doing exactly what the Redevelopment Commission wants.

The Commission agreed that the applicant needed a contract to purchase property from a financial institution, a letter, timeline, promissory note of 30 days and a total of 6 months to get these done. Once these tasks are completed \$15,000.00 will be awarded to the applicant. The hiring of an employee will allow the applicant to receive \$15,000.00. If East Carolina Labor purchases land, they may be eligible to receive up to \$30,000.00.

Mr. Jones: The next application is for iTeach to allow a future expansion that includes tutoring (new employee), commercial grade laminating services, home school support and a die cut machine. Applicant is Mrs. Jennifer Corley. The applicant seeks \$15,000.00 to expand current business.

Mr. Mansfield: Will most of the money be used for inventory?

Mrs. Corley: The money will be used for 50% towards curriculum and 50% towards equipment.

Ms. Williams: Will tutoring space be available for others as well?

Mrs. Corley: Yes.

Mr. Jones: In a year, the applicant will come back before the Commission to give an update on business and funds used for business. The applicant comes back each year for three years after the receipt of the grant to report to the Commission.

Mr. Jones: Staff recommends approval of the following Small Business Plan Competition Grants: East Carolina Labor for \$15,000.00 - \$30,000.00 and iTeach for \$15,000.00.

Motion was made by Mr. Don Mills and seconded by Mr. Mark Woodson to approve the iTeach grant application for \$15,000.00 submitted by Mrs. Jennifer Corley. Motion carried unanimously.

Motion was made by Mr. Chris Mansfield and seconded by Mr. Mark Woodson to approve the East Carolina Labor grant application submitted by Mrs. Myra Hubbard and Mr. Eric Hubbard for \$15,000.00 awarded to hire a full time employee and \$15,000.00 awarded to purchase a building located on Dickinson Avenue for a possible total grant amount of \$30,000.00. The Commission agreed that the applicant needed a contract to purchase property from a financial institution, a letter, timeline, promissory note of 30 days and a total of 6 months to get these done. Motion carried unanimously.

## **UPDATE ON WEST FIFTH STREETSCAPE PHASE II**

Mr. Rees: The next priority in the Streetscape Master Plan and part of the current year's work plan is the West Fifth Streetscape Phase II. This phase will pick up where



the West Fifth Street Gateway project ended. The Redevelopment Commission is working to hire a consultant through a competitive procurement process in order to complete design work similar to other streetscape projects.

The Procurement Schedule is as follows:

06/30/2011	Advertise and RFP's mailed
07/29/2011	Proposal due date
07/29 – 08/05/2011	Proposal review
08/23 – 08/24/2011	Interviews with shortlisted firms
09/06/2011	Finalist approved by the Redevelopment Commission

Mr. Evan Lewis and Mr. Robert Thompson are on the interview panel.

No action required at this time. Staff will work with review committee to develop a recommended firm for consideration by the Commission at the September meeting.

### **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.

Mr. Mansfield: When will the wayfinding project be completed?

Mr. Rees: By the middle of August the kiosk at Five Points Plaza and footers around town should be in place. The project should be completed by the middle of September.

### **COMMENTS FROM COMMISSION MEMBERS**

Mr. Woodson thanked the grant recipients from the business plan competition for bringing money into the community.

Mr. Mills: More used option of this grant. The Annual Report looks good.

Mr. Mansfield thanked colleagues for their work on the Small Business Plan Competition.

The Redevelopment Commission thanked the Small Business Incubators for their work with the applicants.

Ms. Williams: The quality is going up with the businesses. How are the parking meters doing?

Mr. Rees: The parking meters are fully operational.

Ms. Williams: I passed out an article on a former club that now houses a business incubator in Winston-Salem, NC.

### **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 Mr. Don Mills and seconded by Mr. Chris Mansfield to go into closed session. Motion carried unanimously.

### **ADJOURNMENT**

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

Respectfully submitted,

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