

Memorandum

To: Redevelopment Commission Chair and Members
From: Carl Rees, Economic Development Officer
Date: October 30, 2014
Subject: November Redevelopment Commission Meeting

The Redevelopment Commission is scheduled to meet for a regular business meeting at 5:30 p.m. on Tuesday, November 4th, 2014 at the Greenville City Hall.

Major topics of discussion at the October meeting will include:

- Carl Rees, Economic Development Officer, will provide an update on the selection process for the public art installation for Evans Street;
- Merrill Flood, Community Development Director will request that the Redevelopment Commission initiate a zoning text amendment that would allow theatres and live performance venues in the Downtown Commercial (CD) zoning district;
- Staff will also present contracts for the acquisition of real property for approval by the Redevelopment Commission

We look forward to seeing you at the November meeting. If you have any questions or need additional information, please feel free to call me at 329-4514, or Betty Moseley at 329-4481.

Redevelopment Commission Meeting
Tuesday, November 4th, 2014 ~ 5:30 PM

City Council Chambers ~ 200 West 5th Street

Agenda

- I. Welcome
- II. Roll Call
- III. Approval of Minutes – October 7, 2014
- IV. Public Comment Period
- V. Update on Evans Street Gateway Public Art Project
- VI. Consideration of Recommendation to Create a Zoning Category for Theatres and Live Performance Venues
- VII. Consideration of Contract for Purchase of Real Property
- VIII. Report from Secretary
 - a. Monthly Financial Report
- IX. Comments from Commission Members
- X. Adjournment

DRAFT OF MINUTES PROPOSED FOR ADOPTION
Redevelopment Commission
Meeting Minutes
Tuesday, October 7, 2014
Greenville, North Carolina

Present:

- | | | |
|---|---|---|
| <input type="checkbox"/> Angela Marshall | <input checked="" type="checkbox"/> Mark Woodson | <input checked="" type="checkbox"/> Sharif Hatoum |
| <input checked="" type="checkbox"/> Jeremy King | <input checked="" type="checkbox"/> Patricia Dunn | |
| <input checked="" type="checkbox"/> Judy Siguaw | <input checked="" type="checkbox"/> Richard Patterson | |

Absent:

- | | | |
|---|--|--|
| <input checked="" type="checkbox"/> Angela Marshall | <input type="checkbox"/> Mark Woodson | <input type="checkbox"/> Sharif Hatoum |
| <input type="checkbox"/> Jeremy King | <input type="checkbox"/> Patricia Dunn | |
| <input type="checkbox"/> Judy Siguaw | <input type="checkbox"/> Richard Patterson | |

Staff:

- | | |
|---|---|
| <input checked="" type="checkbox"/> Merrill Flood | <input checked="" type="checkbox"/> Jonathan Edwards |
| <input checked="" type="checkbox"/> Carl Rees | <input checked="" type="checkbox"/> Kandie Smith (City Council Liaison) |
| <input checked="" type="checkbox"/> Betty Moseley | <input checked="" type="checkbox"/> Tom Wisemiller |
| <input checked="" type="checkbox"/> Casey Verburg | <input type="checkbox"/> |
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I. Welcome

II. Roll Call

III. Approval of Minutes – September 2, 2014

Motion was made by Mr. King and seconded by Mr. Patterson to approve the minutes from September 2, 2014 as presented. Motion carried unanimously.

IV. Consideration of Small Business Plan Competition Program Guidelines

Ms. Verburg stated that there were no changes to the guidelines or recommendations for the applicants. The changes mostly pertain to the procedure. The new package will have the new City logo on the front.

In the old procedure:

- the applicant would submit an application
- the application would be sent to the sub-committee
- the sub-committee would have an interview with the applicant
- the applicant would be able to supply additional information
- if the applicant was not where they needed to be, they could withdraw and reapply again in six months
- if they were put through, the committee would take a vote and the applicant would have to wait a full year to reapply if denied

The application has been rewritten to have a basic outline. The new procedure:

- When applicant submits an application, staff will review the checklist with them to ensure all vital information has been submitted.
- If they have completed and submitted everything, then they will go to the interview round.
- If not, then they will be given one week to return required information to staff.
- If they do not return the required information within one week, then they are withdrawn from the process.
- After the interview, the sub-committee will make recommendation to the full committee.
- Since all applicants will be pushed through the process, they will be allowed to reapply again after their first submission in six months.
- If they are denied after resubmitting their application, then they must wait a full year before they can reapply.

Ms. Siguaw stated that currently the guidelines make it mandatory for all applicants to attend business seminars. However, if a business has already been operating for a certain amount of years, then they are exempt from attending the seminars. The number of years will be determined by the committee. Section 5.2 states that “incomplete submissions will not be considered for funding.” Also, restate this elsewhere in the application. On page 3, section 5.6 take out “Following the interview the committee may request additional information from the manager.” On page 4, section 6.4 add “their projects and to officially accept the grants.” On page 7, create a checklist from the major headings, instead of the checklist on page 12.

Mr. Rees gave a brief history of the Small Business Plan competition. He stated that in the past committee members found it uncomfortable to voice negative opinions of applicants if they were present in the meeting.

Ms. Siguaw stated that those coming to present would be those receiving funding.

Mr. Woodson asked Ms. Verburg if she knew the success rate of those businesses awarded funds.

Ms. Verburg replied that twenty-two out of twenty-nine businesses were still operating.

Mr. Rees stated that the Economic Development Division has a new intern who will survey small businesses that have been awarded funds. The results of that survey should be available to the committee by January 2015.

Mr. King asked if there was a three year obligation to remain in business, and if not the City does have a recapture plan.

Ms. Verburg replied yes.

Mr. Woodson stated that page 5, section 7.1 referred to Attachment C, however, he does not see an Attachment C.

Ms. Verburg replied that the reference will be removed. There will not be any more attachments.

Motion was made by Mr. King and seconded by Mr. Patterson to approve the updated guidelines for the upcoming December 2014 Small Business Plan competition, including the sub-committee suggestions. Motion carried unanimously.

Ms. Verburg stated that the Courtside Café is not in business. They have been notified that the City will start the recapture process.

V. Update on Uptown Theatre Partnership

Mr. Rees stated that a problem requiring immediate attention has been noted during the structural evaluation. The chimney on the fly loft is listing in. Fencing has been erected to help secure the area. The top portion of the chimney needs to be removed. An estimate has not been received yet, but the structural engineer expects the cost to be between \$5,000 - \$10,000. It is a public safety issue, and staff recommends that the Redevelopment Commission authorize an expenditure not to exceed \$15,000 for removal of the Uptown Theatre chimney. The best quote received will be e-mailed to the committee.

Mr. King asked if the request was just for the demolition of the chimney and not fixing the roof.

Mr. Rees replied yes.

Motion was made by Mr. King and seconded by Mr. Patterson to authorize an expenditure not to exceed \$15,000 to demolish the chimney. Motion carried unanimously.

Ms. Bianca Shoneman gave a timeline of the theatre process. 2008 the theatre was purchased for \$281,000. In 2013, a survey was issued to the community which yielded 1,200 responses. From those responses, a RFI was developed. Two responses were received, Magnolia Arts Center and CommunitySmith.

Ms. Shoneman gave several theatre examples and their success rates. A review was given of the RFI responses from Magnolia Arts Center and CommunitySmith. Magnolia Arts Center withdrew their proposal after several meetings with the theatre committee.

The bid has been awarded to CommunitySmith. According to preliminary information, the theatre could potentially bring in an annual revenue of \$1,200,000. The theatre would be conveyed to CommunitySmith and an agreement will be drawn up between the developer and the City to allow a public use component for maximum utilization. The request for RDC is authorization to continue these discussions and to come back in November with a clear plan.

Mr. Rees stated that the CommunitySmith team is the most capable team for this project.

The members of CommunitySmith team introduced themselves to the committee.

Ms. Dunn stated that there were two issues, rehabilitation of the building and operation of the program. Is CommunitySmith seeking to perform restoration and operation?

Ms. Shoneman replied yes, both restoration and operation. The original RFI was for both restoration and operation of the theatre. CommunitySmith is a development team, Dunn & Dalton has experience in adaptive reuse architectural projects, and the operator will be Lincoln Theatre.

Ms. Dunn asked if the request is from CommunitySmith.

Ms. Shoneman replied correct.

Ms. Dunn asked if CommunitySmith intended to renovate this building and then use Lincoln Theatre to operate it.

Ms. Shoneman replied correct.

Ms. Dunn asked if the City would contract with rehab builders and developers.

Ms. Shoneman replied no, the proposal is to convey the property to CommunitySmith and they will have contractors to rehabilitate it and operate it.

Mr. Woodson asked if RDC was owner.

Mr. Rees replied that the statutes that govern redevelopment commissions allow them to purchase property independently, however the sale of property must be approved by the governing body, which is the City of Greenville.

Ms. Dunn quoted addendum 930.14 from the document and asked if we are permitting them to operate outside on City property then that is away from this building.

Mr. Rees replied that they were not being asked to operate outside other venues. However, the contacts that the operators have will create other opportunities and allow the community to have other connections.

Mr. Patterson asked if the subcommittee was going to give a report in November.

Mr. Rees replied that if it is authorized, both parties will need to work through some issues, and if it is a viable project, possibly as soon as November there should be a report.

Motion was made by Ms. Sigauw and seconded by Mr. Hatoum to encourage the City to move forward with discussing the details and return with a proposal. Motion carried unanimously.

VI. Public Comment Period

No comments were received.

VII. Update on Evans Street Gateway Public Art Project

Mr. Rees gave the update on Evans Street Gateway Public Art Project. Pitt County Arts Council Emerge has released a schedule for securing an artist.

September 10 RFQ released
October 3 Submission deadline
November 4 Finalists reported to RDC
December 2 RDC confirms selection

There were a good number of quality submissions for the art project.

VIII. Report from Secretary

a. Monthly Financial Report

Mr. Flood gave the monthly financial report. A hand out was distributed to the commission for review.

IX. Comments from Commission Members

No comments were received

X. Closed Session

Mr. Rees read the purpose for closed session in to the record as follows: 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.

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.

Motion was made by Mr. King and seconded by Mr. Patterson to enter closed session. Motion carried unanimously.

Motion was made by Mr. Patterson and seconded by Mr. King to resume open session. Motion carried unanimously.

XI. Adjournment

Motion was made by Ms. Dunn and seconded by Mr. King to adjourn the RDC meeting. Motion carried unanimously.

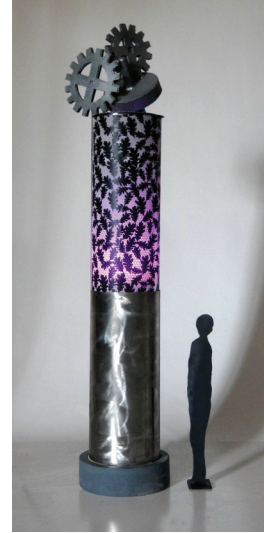
Respectfully submitted,



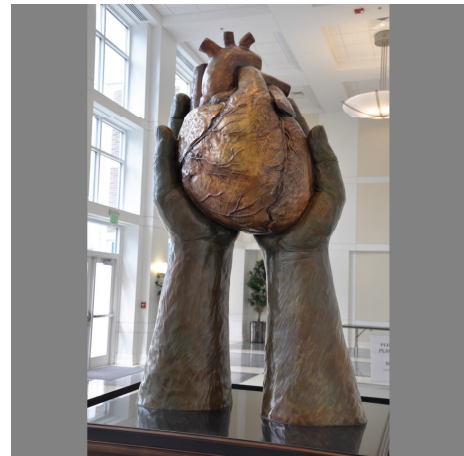
Carl J. Rees, Economic Development Manager
The City of Greenville Community Development Department

Evans Gateway Public Art Project Finalists

Jim Gallucci



H & J Studio



Beth Nybeck



